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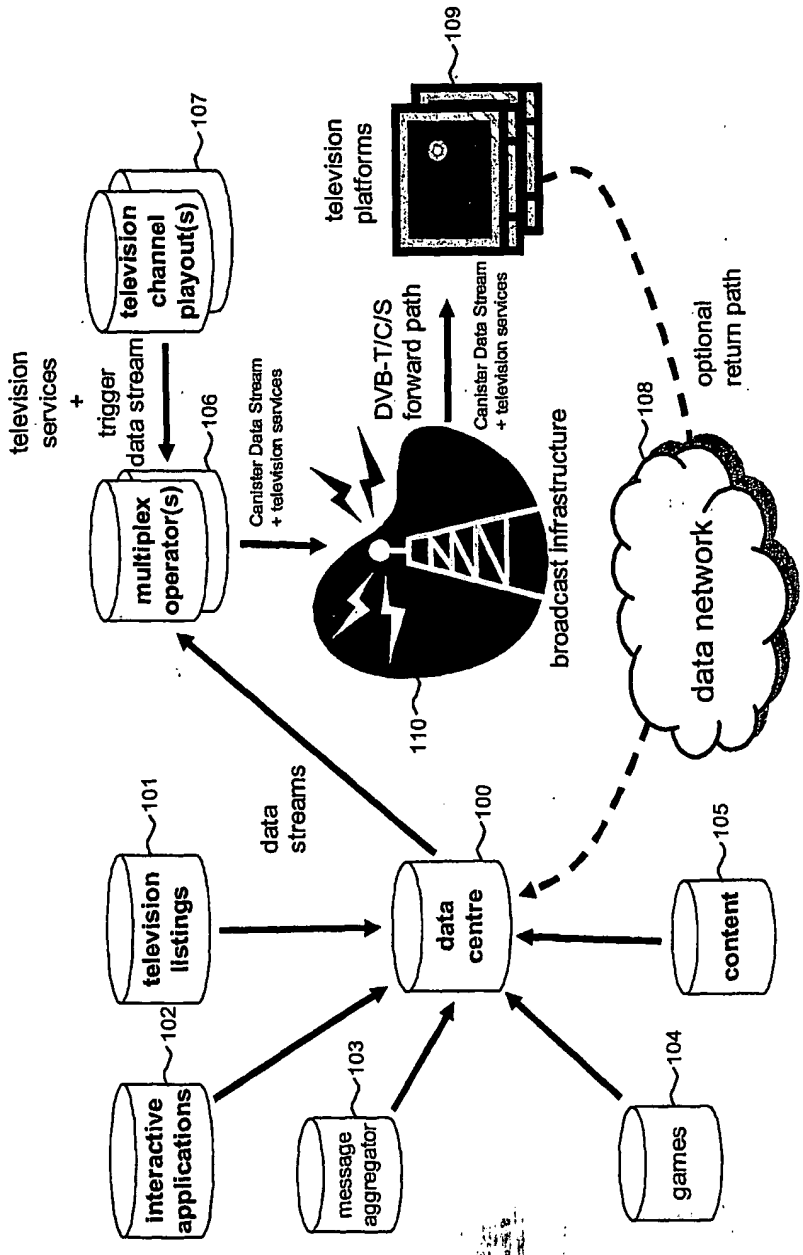

Figure 1: Overall diagram of a broadcast television system supporting an improved interactive platform.

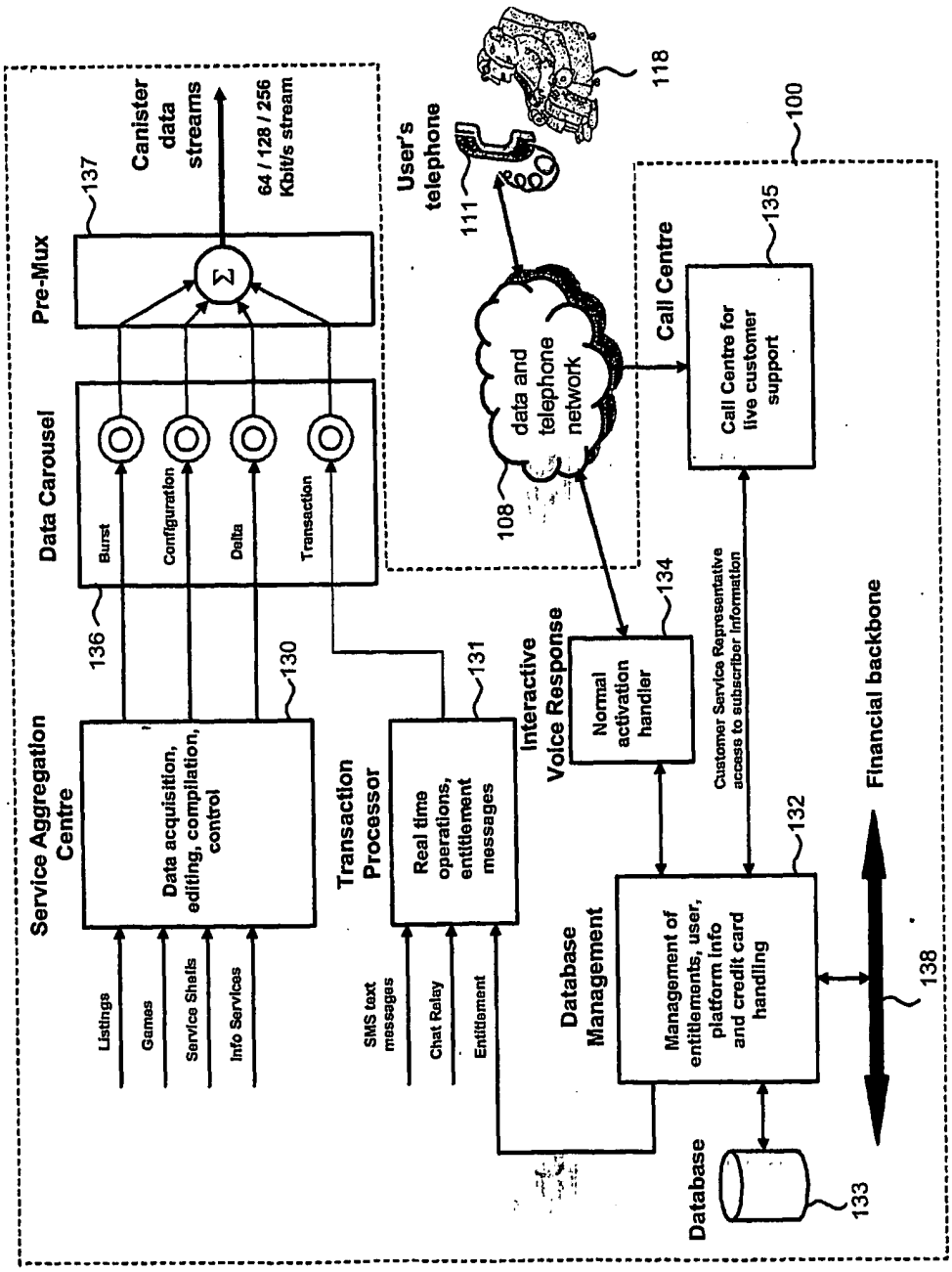

Figure 2: Data Centre and interfaces with outside entities

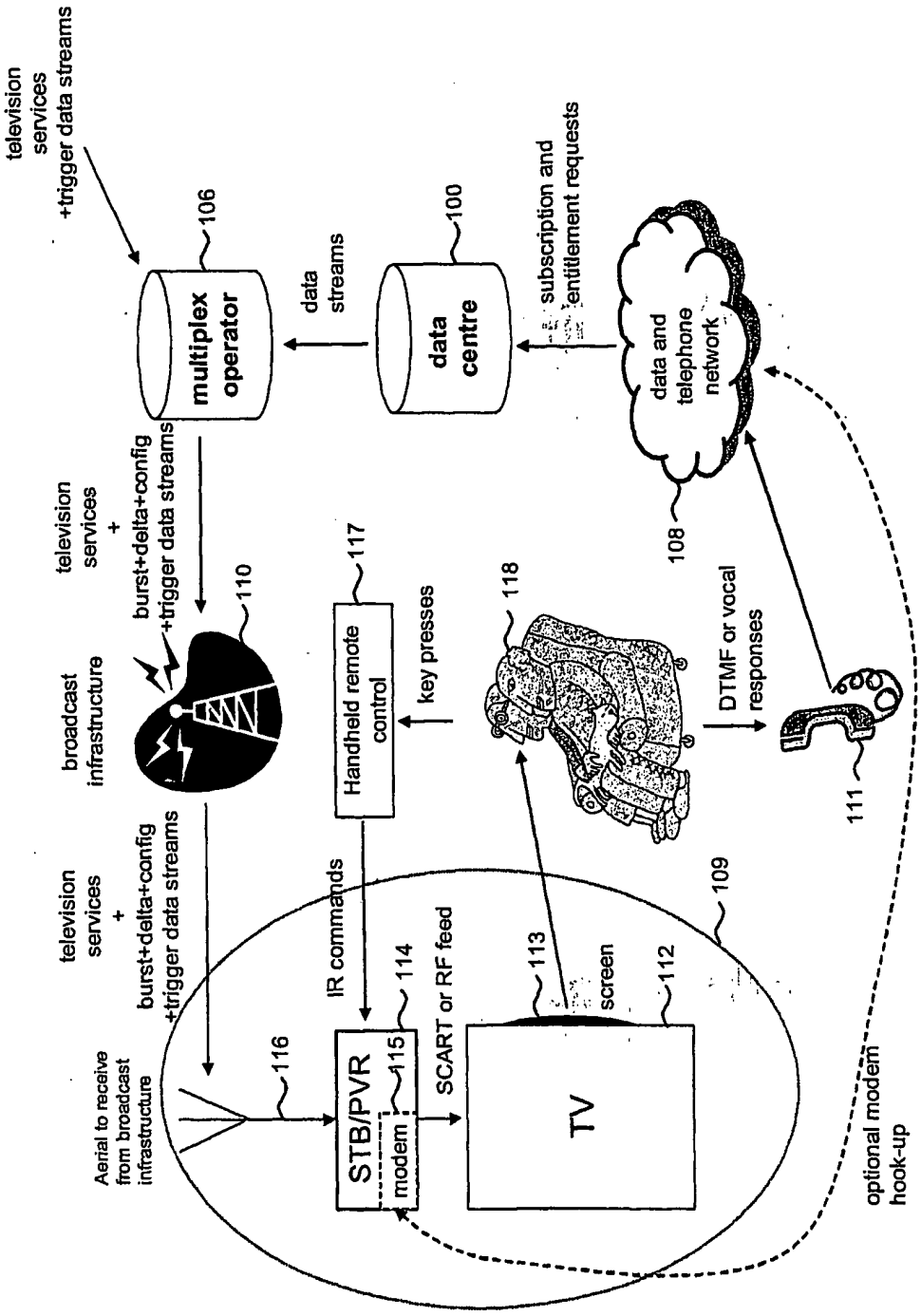

Figure 3: Broadcast fed television system and interaction with external entities.

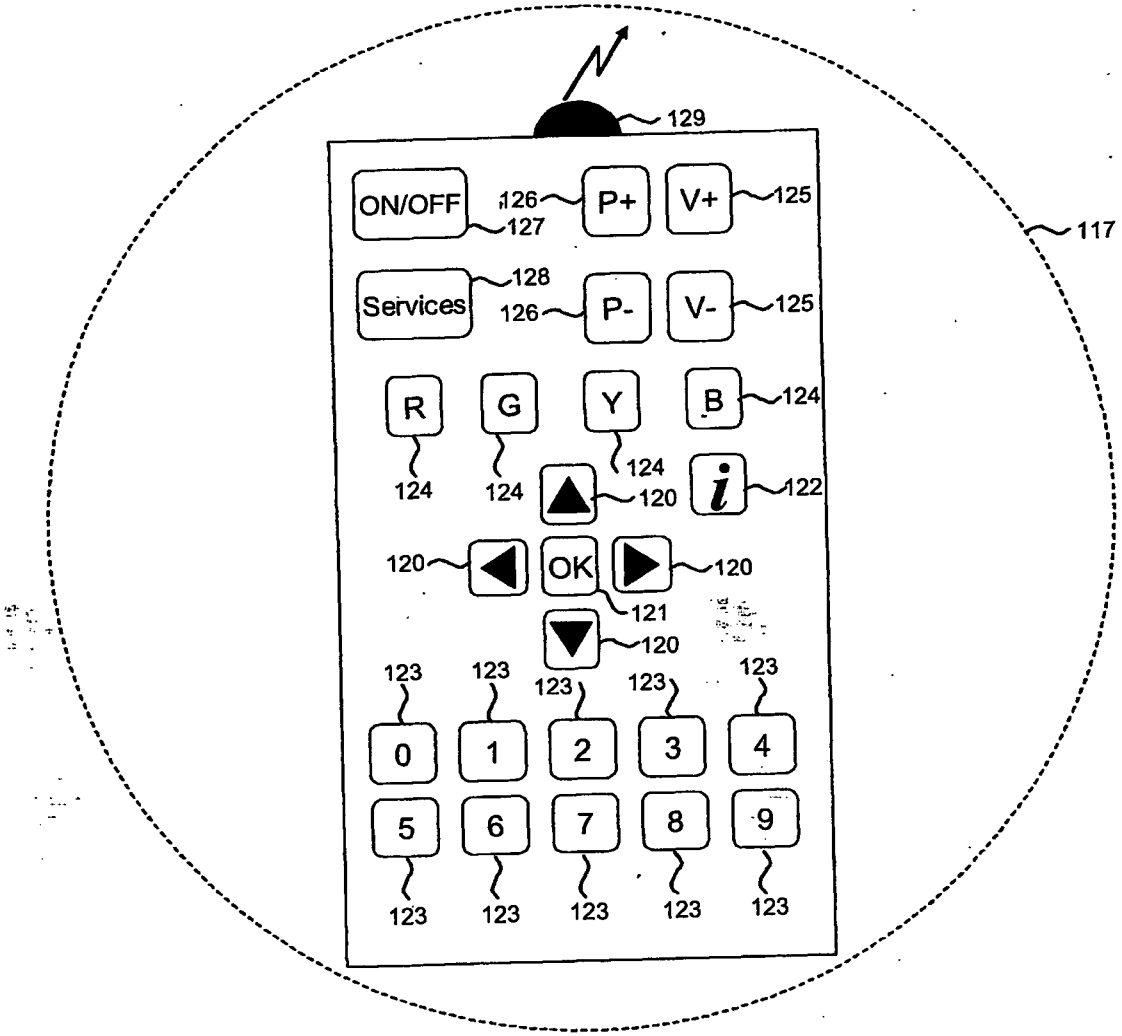

Figure 4: Diagram of handheld remote control

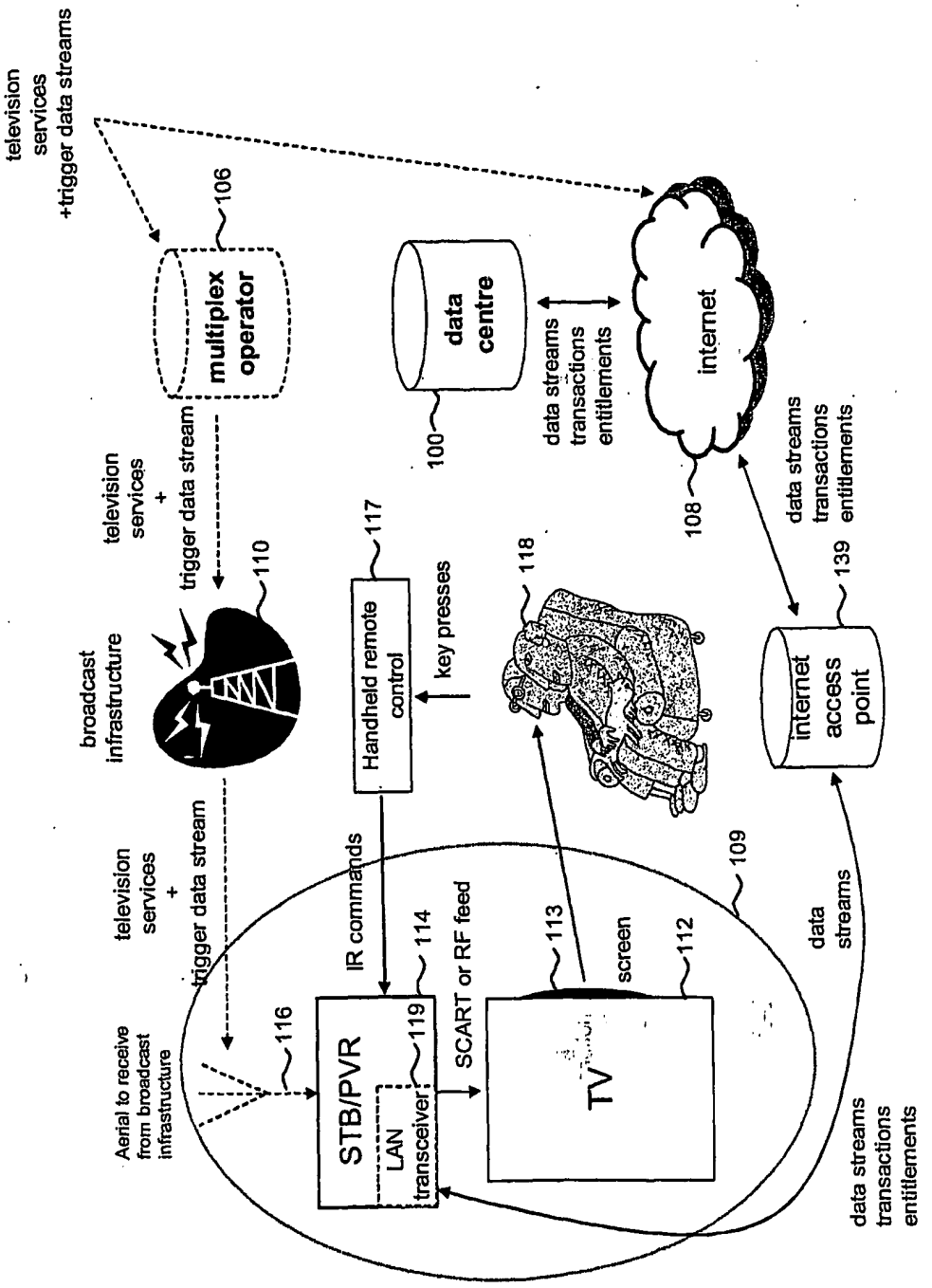

Figure 5: Internet fed television system and interaction with external entities.

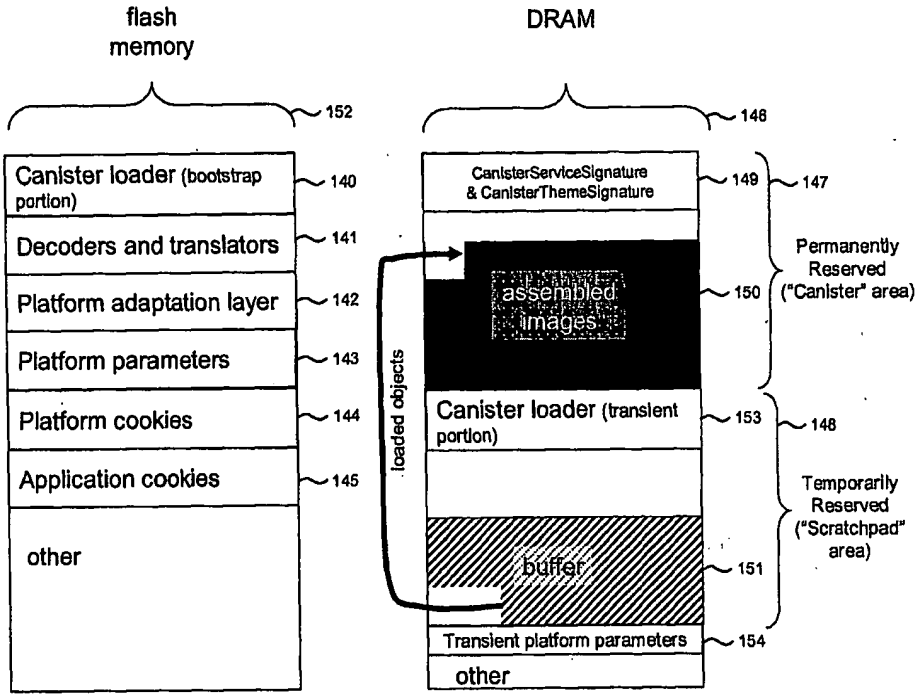
flash memory
DRAM
152
148
Canister loader (bootstrap portion)
140
Decoders and translators
141
Platform adaptation layer
142
Platform parameters
143
Platform cookies
144
Application cookies
145
other
CanisterServiceSignature & CanisterThemeSignature
149
147
assembled images
150
Permanently Reserved ("Canister" area)
loaded objects
Canister loader (transient portion)
153
148
Temporarily Reserved ("Scratchpad" area)
buffer
151
Transient platform parameters
154
other

Figure 6

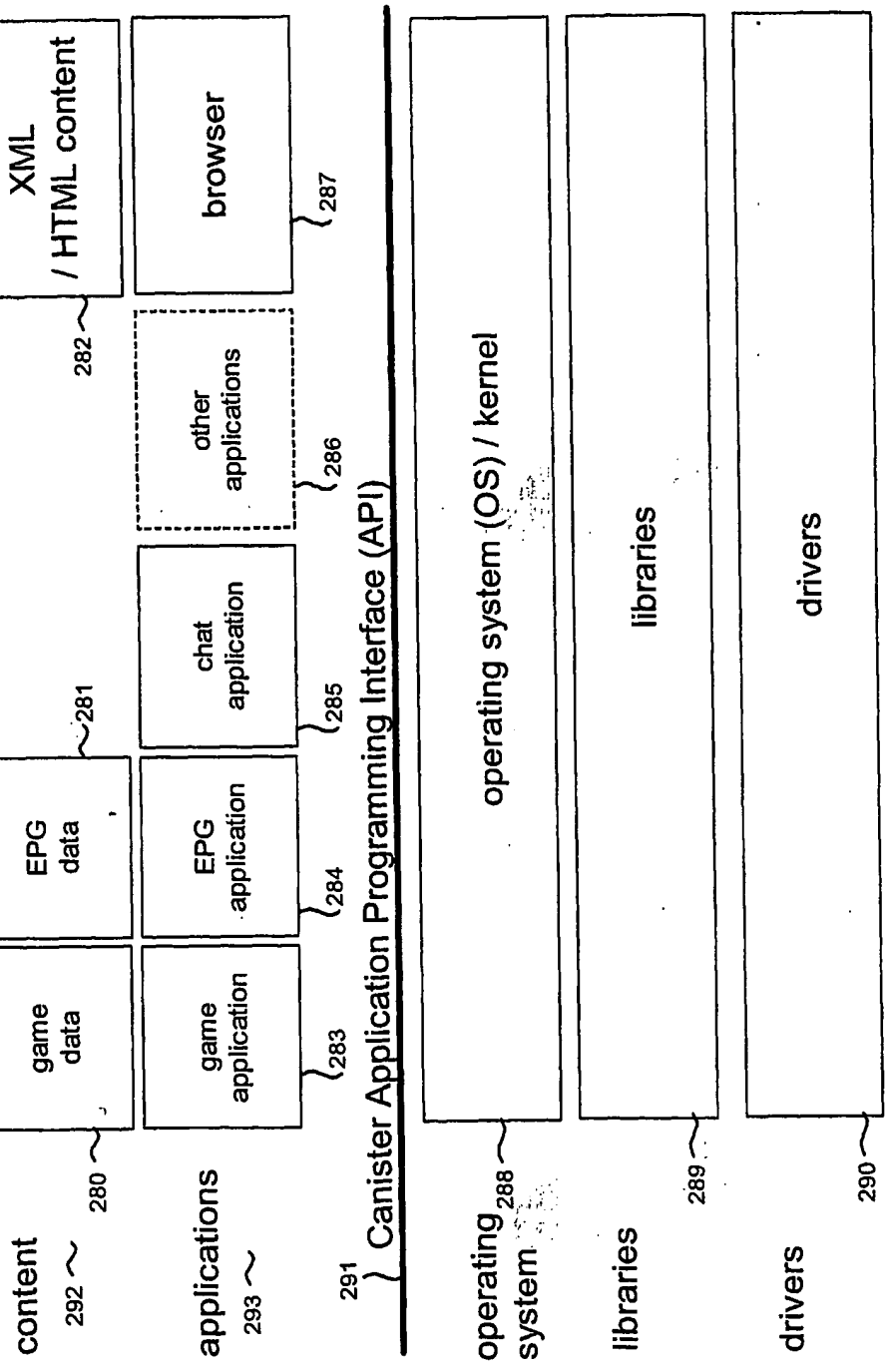

Figure 7: Structure of the memory canister

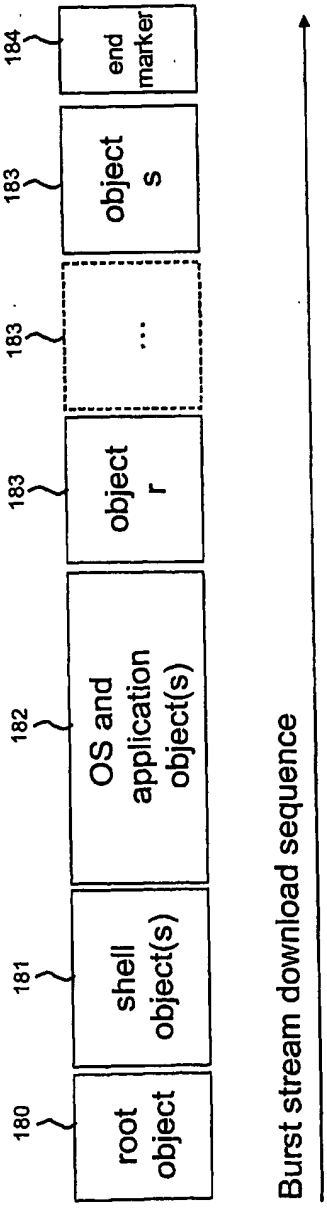

Figure 8: Burst stream download sequence

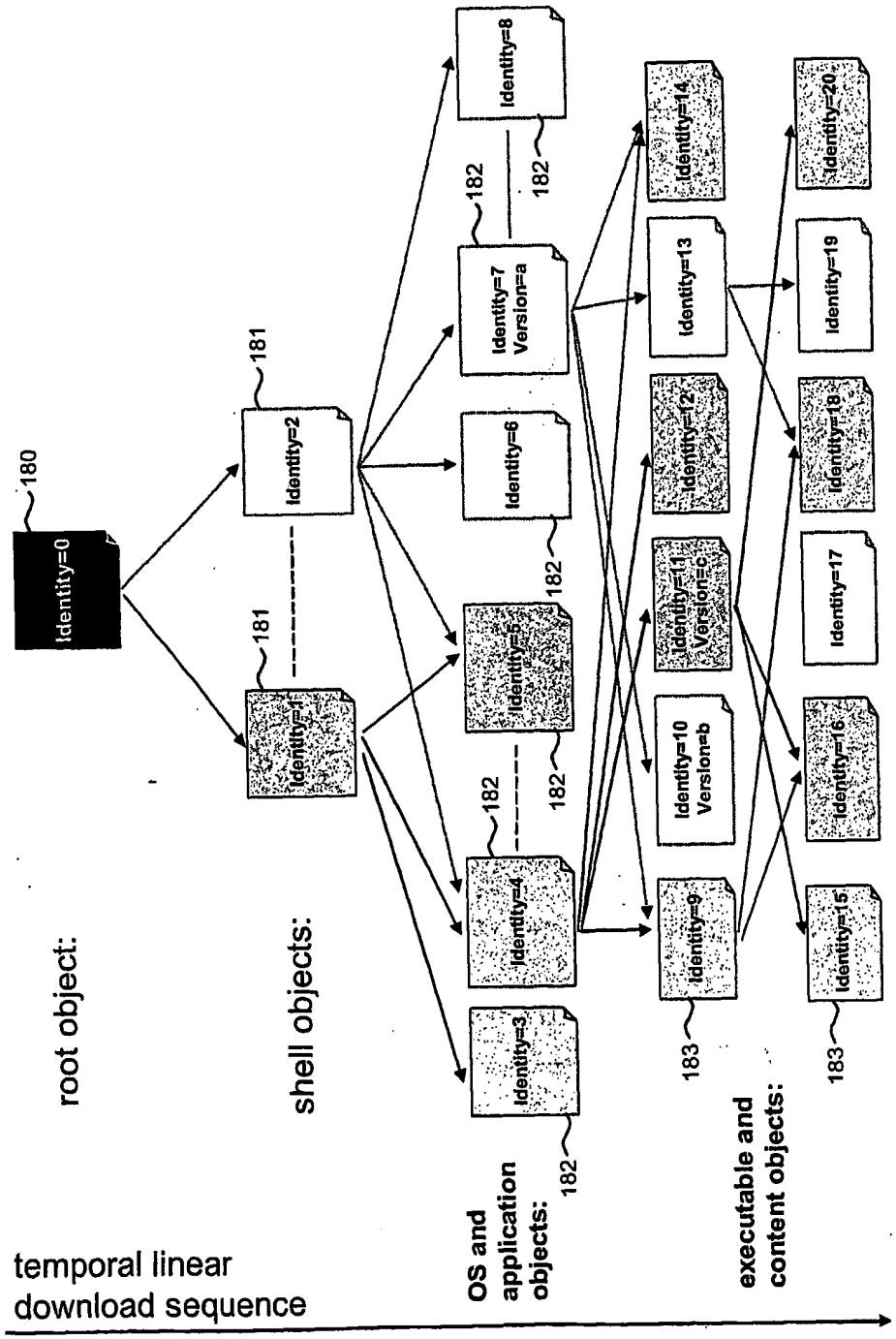

Figure 9: Burst stream data structure

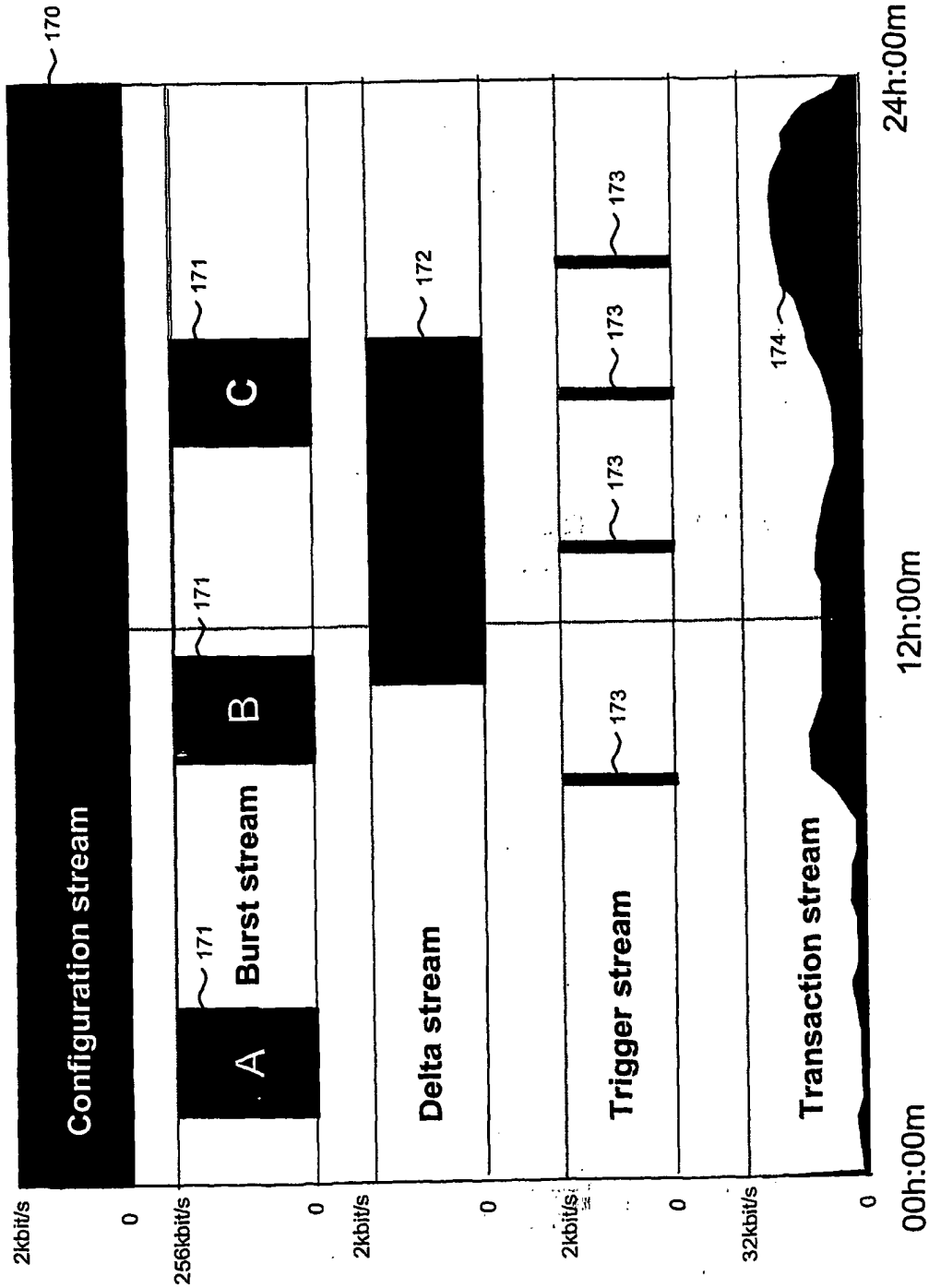

Figure 10: Typical data stream activity throughout a day

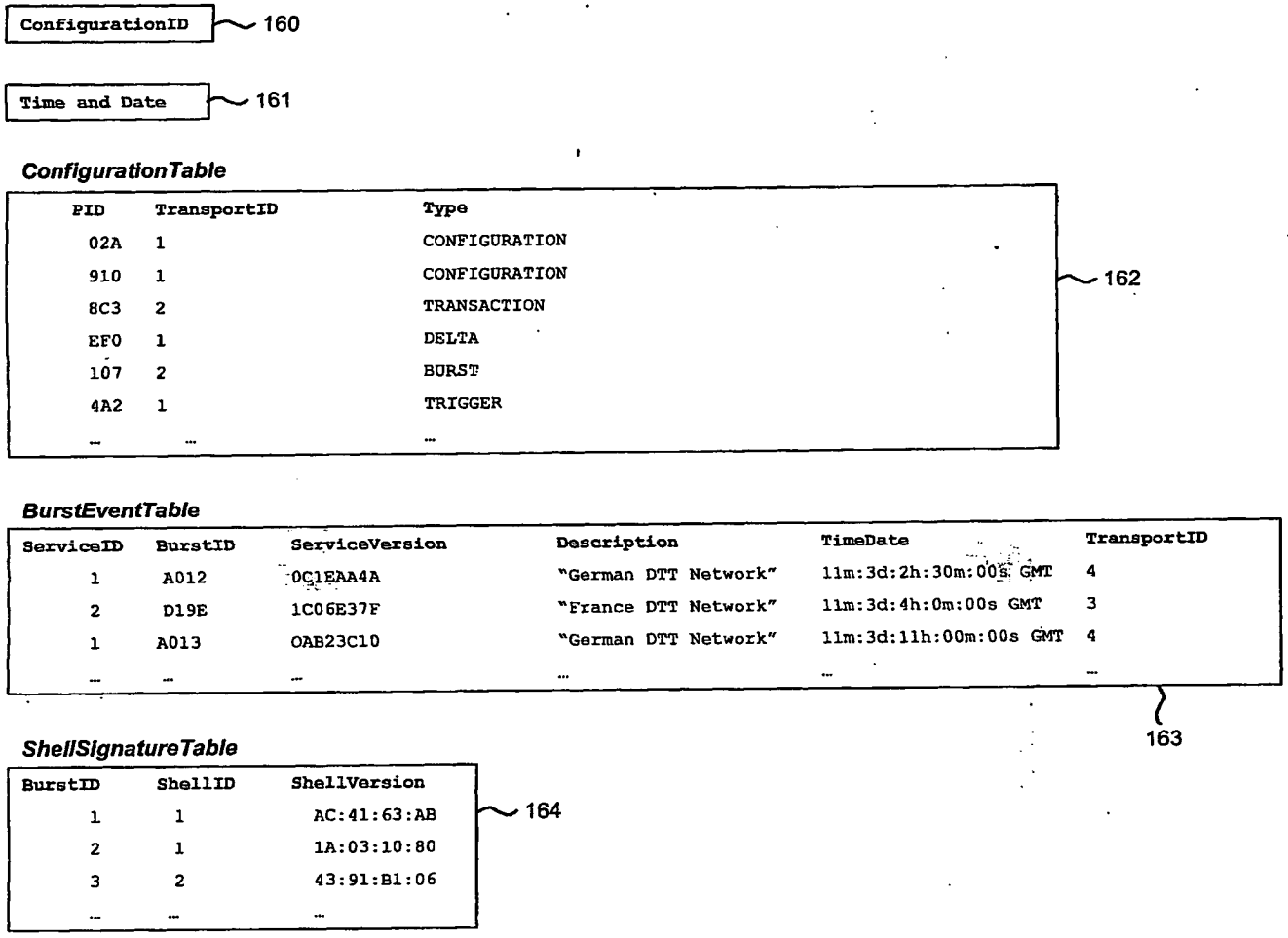

Figure 11: Configuration stream data structure

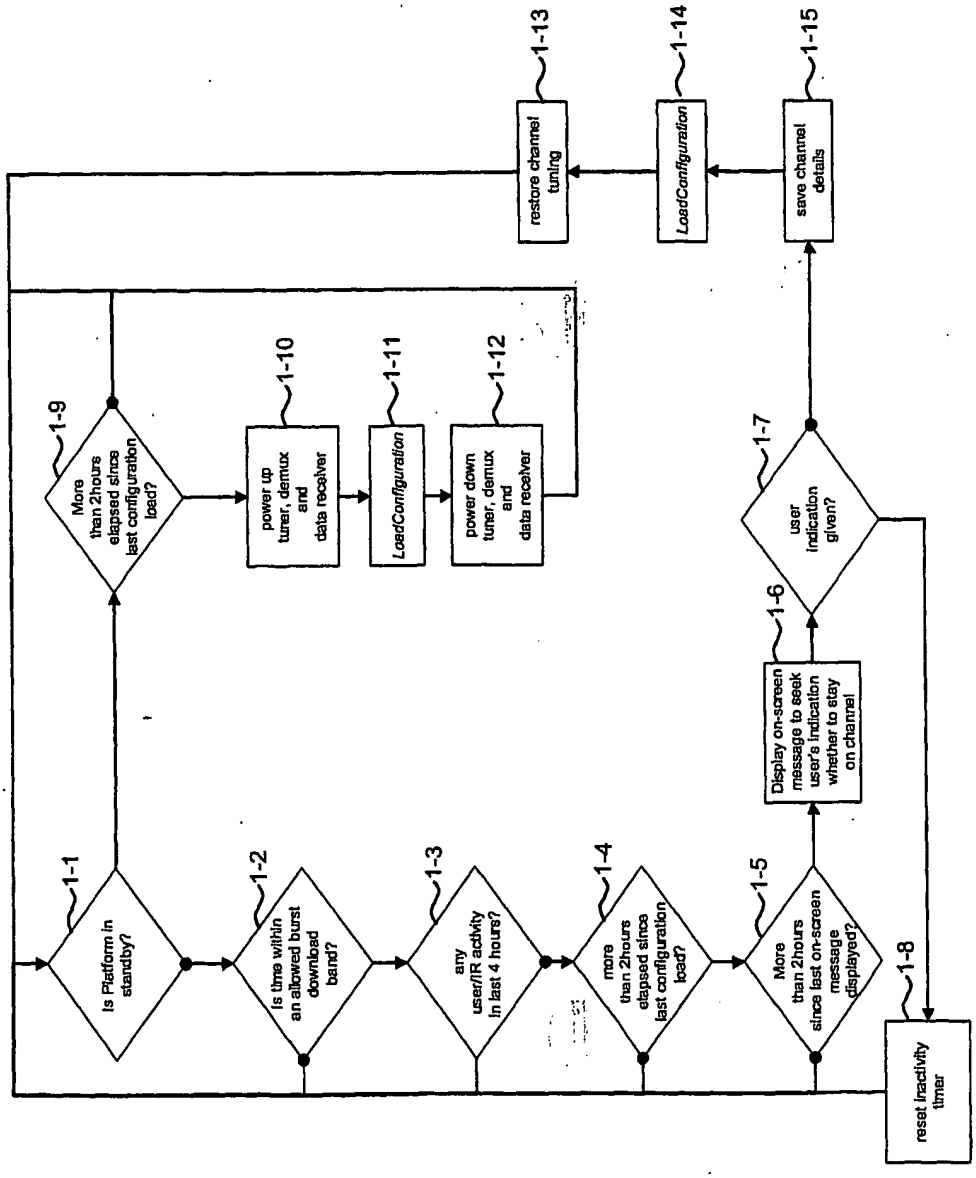

Figure 12: Configuration load loop

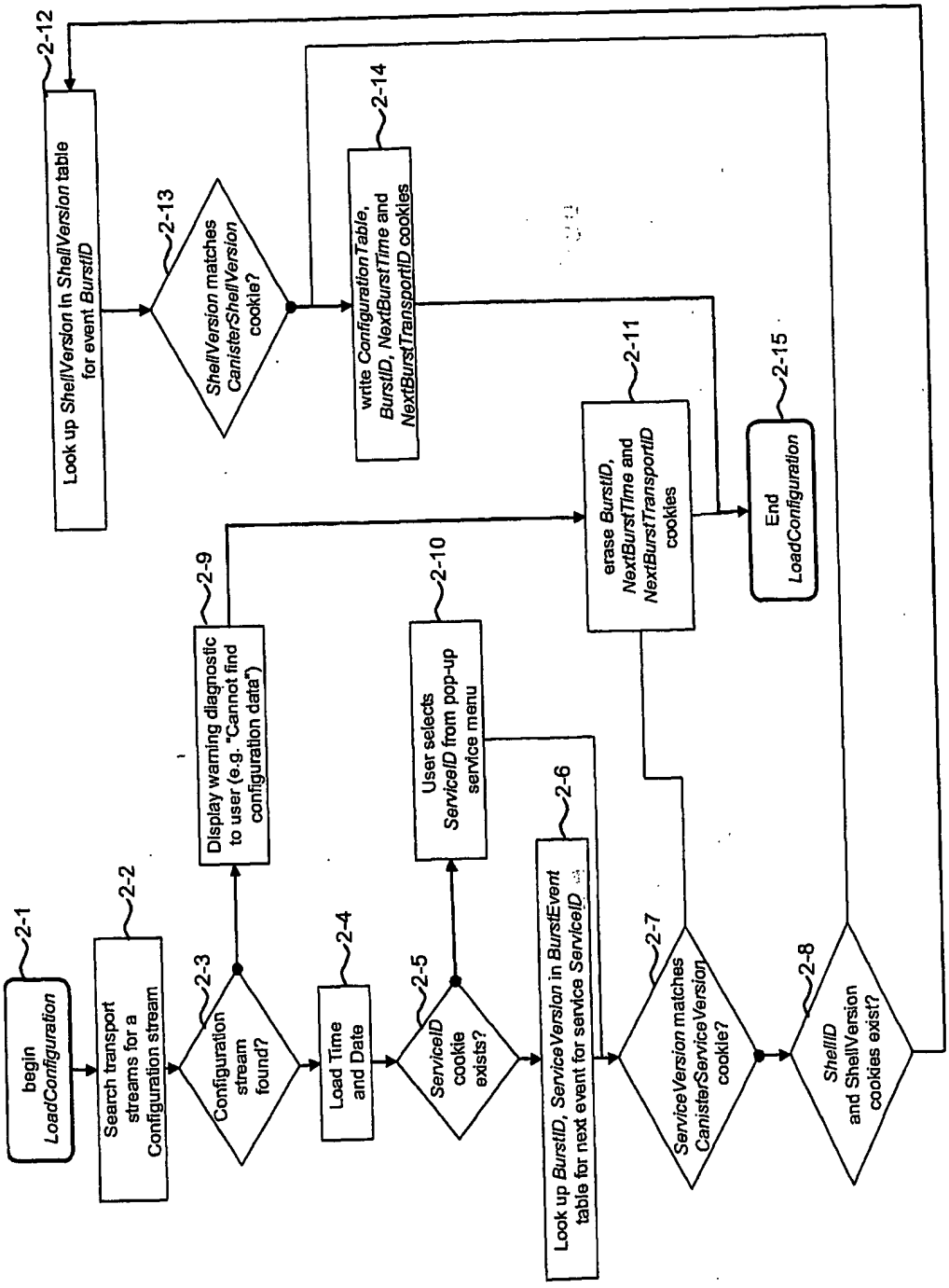

Figure 13: Determining parameters for next Burst event from Configuration stream

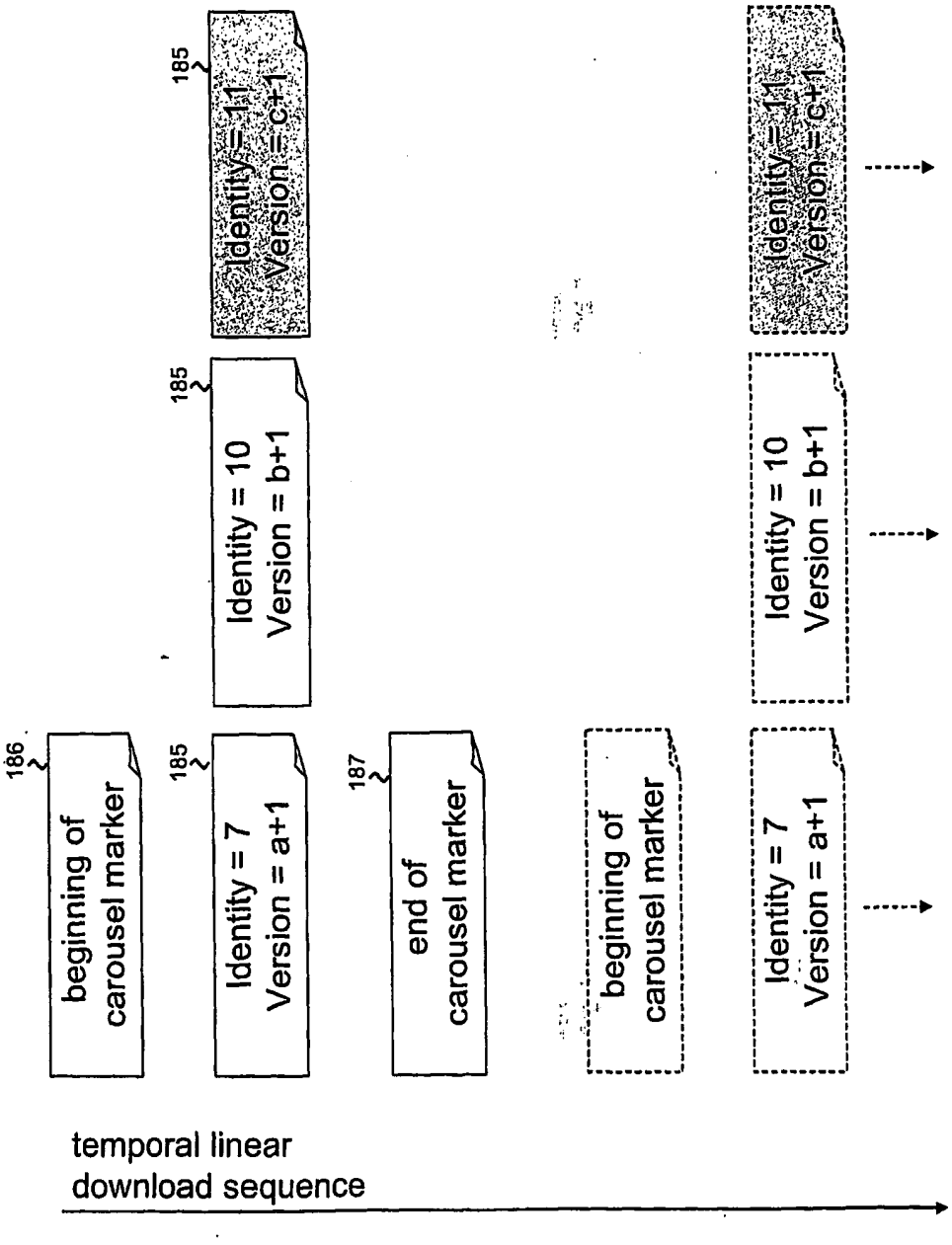

Figure 14: Delta stream data structure

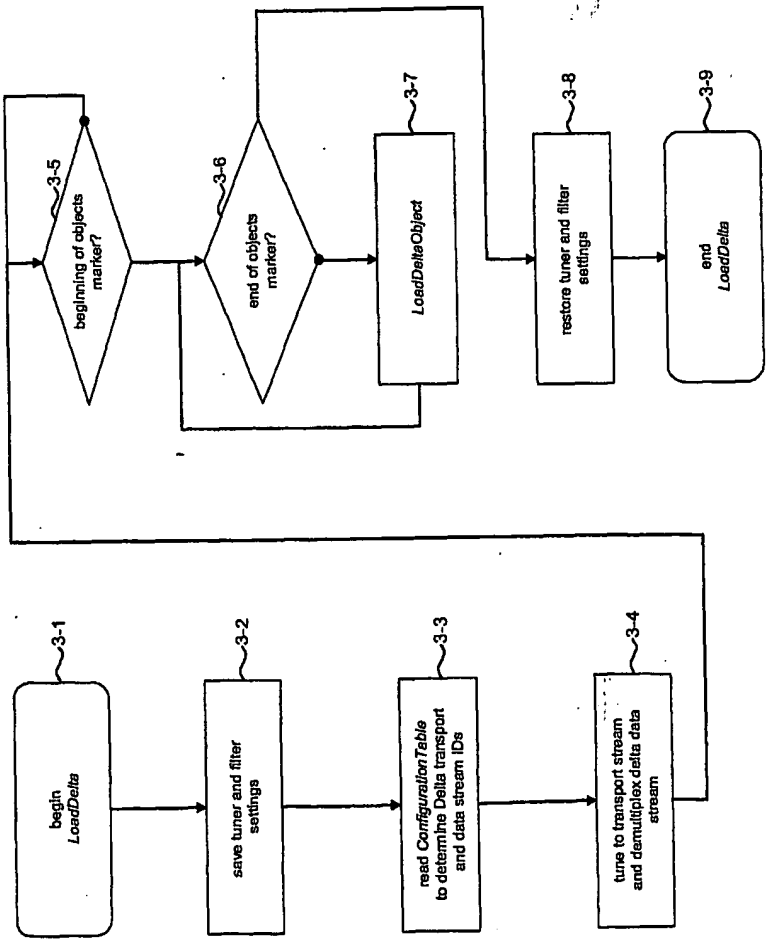

Figure 15: Object delta stream load loop.

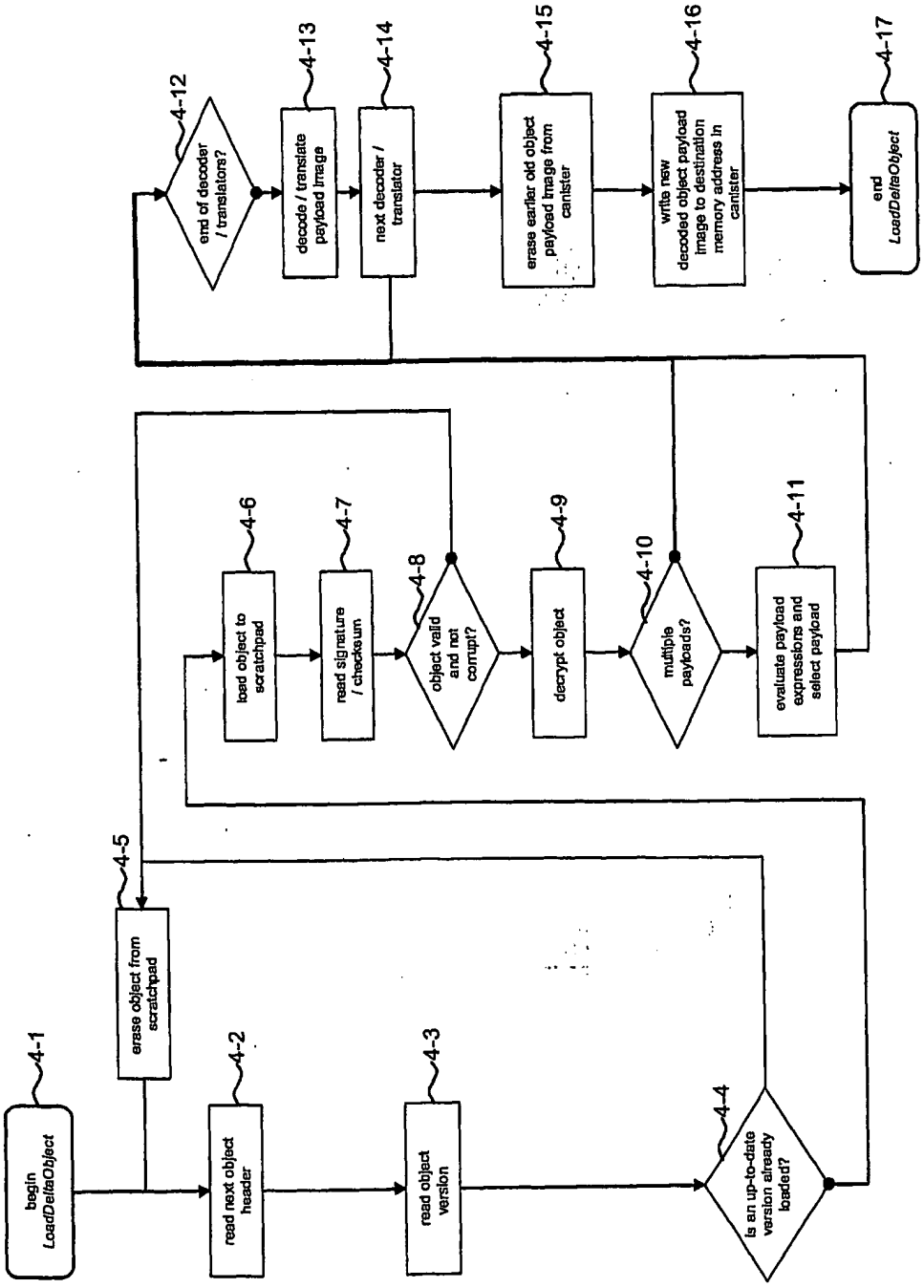

Figure 16: Object delta load process

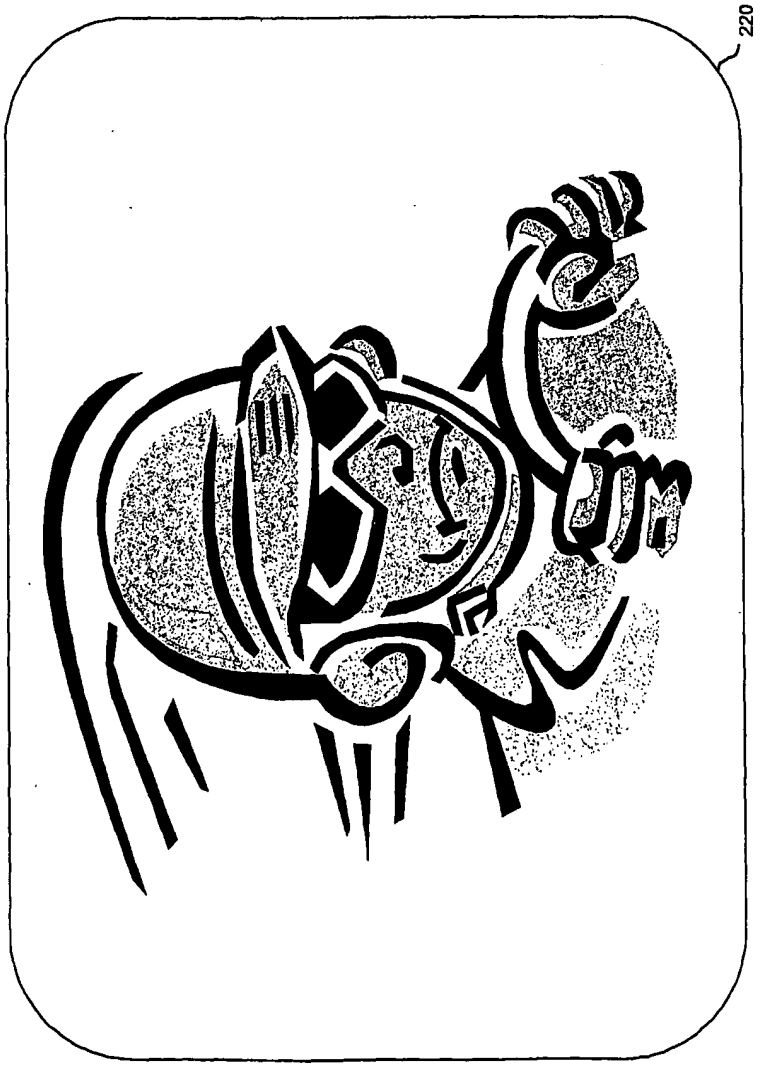

Figure 17: Display of a conventional television service channel on screen.

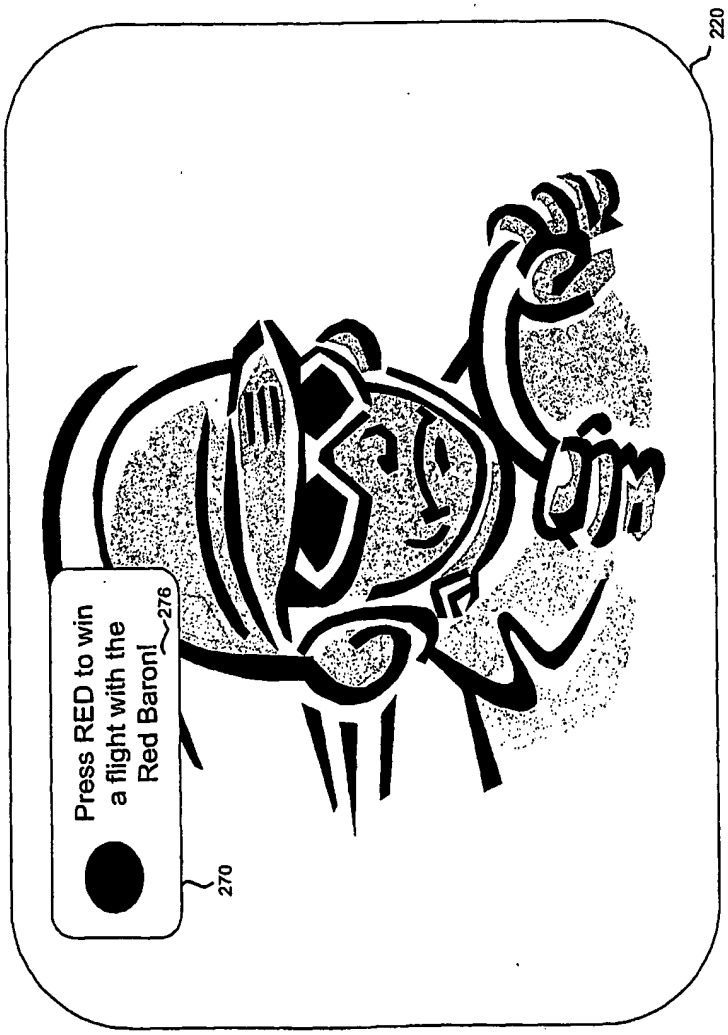

Figure 18: Display of a trigger prompt

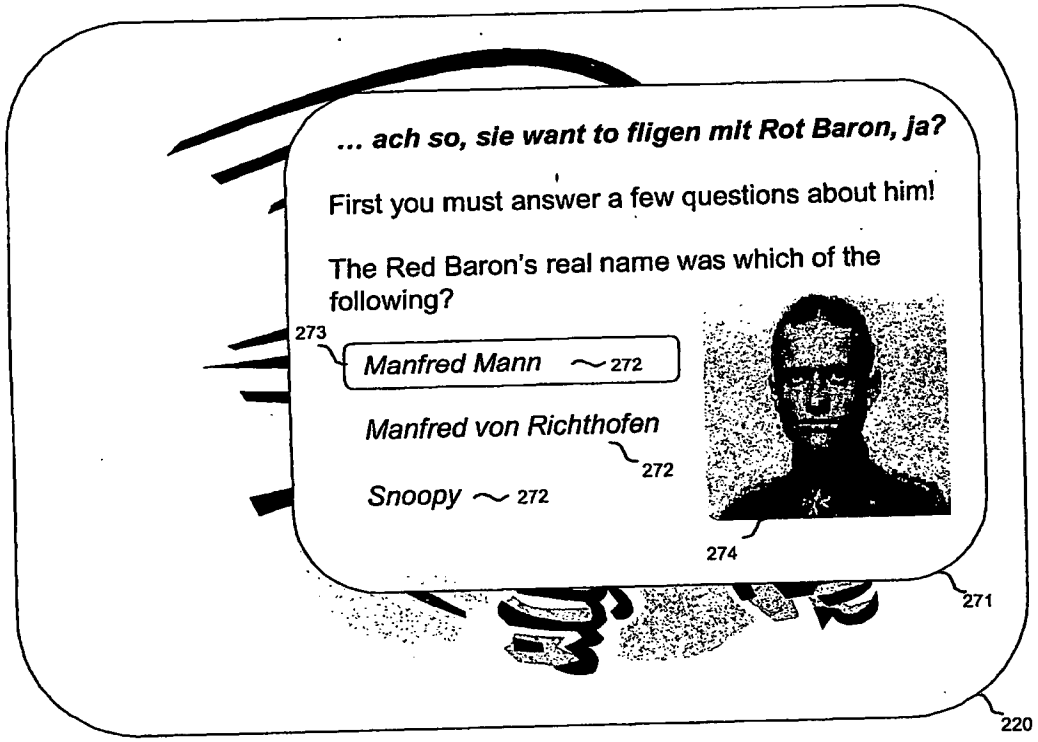

Figure 19: Interactive scenes triggered to enhance a TV programme or advertisment.

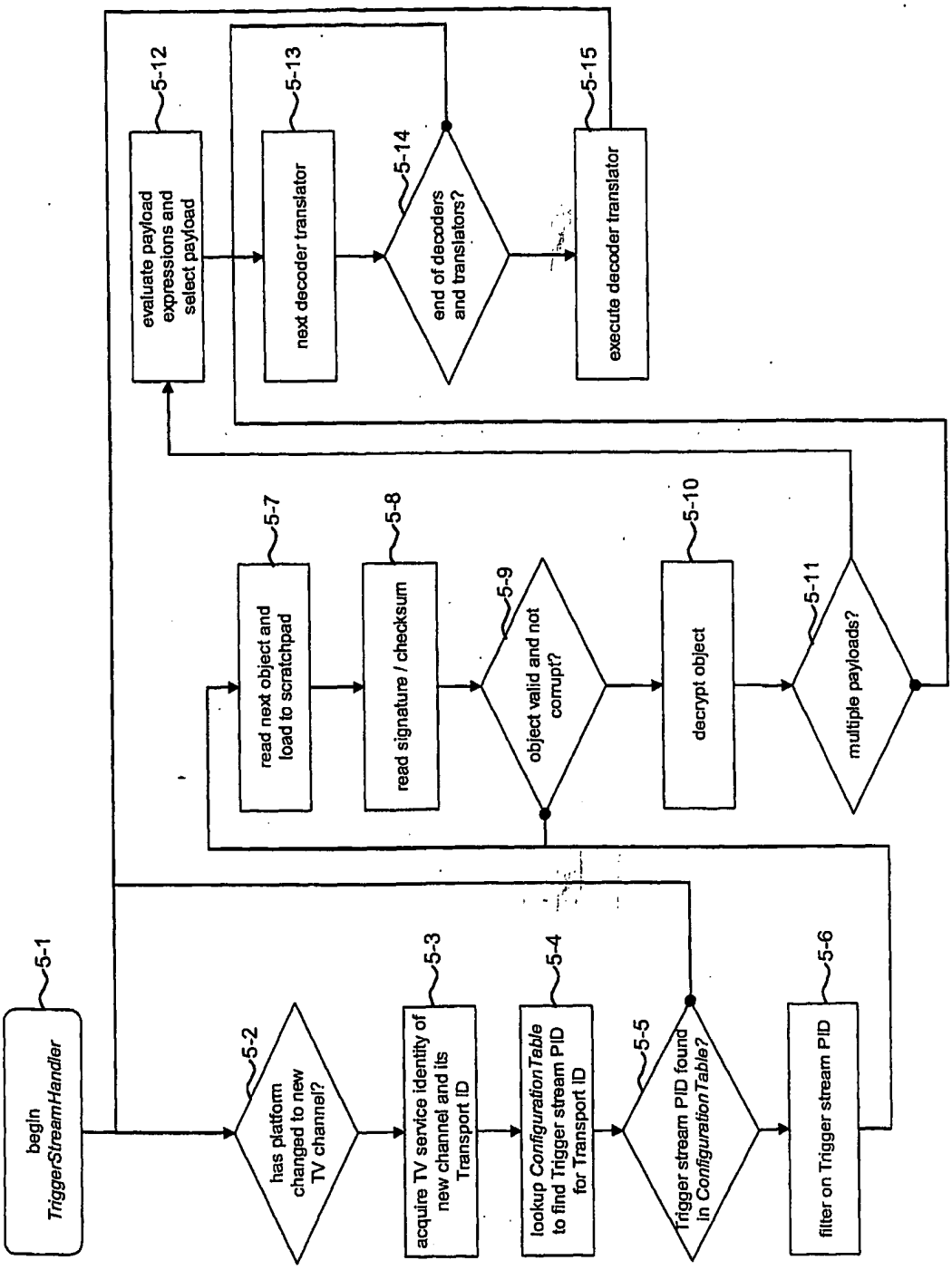

Figure 20: Trigger stream object handling process

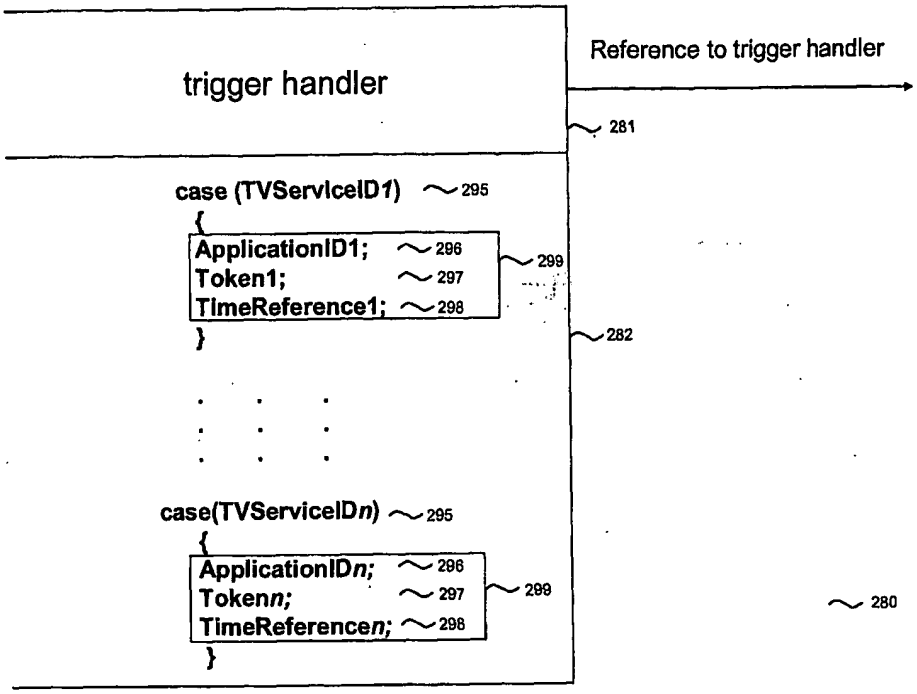
trigger handler
Reference to trigger handler
281
case (TVServiceID1) 295
{
ApplicationID1; 296
Token1; 297
TimeReference1; 298
}
299
282
case(TVServiceIDn) 295
{
ApplicationIDn; 296
Tokenn; 297
TimeReferencen; 298
}
299
280

Figure 21

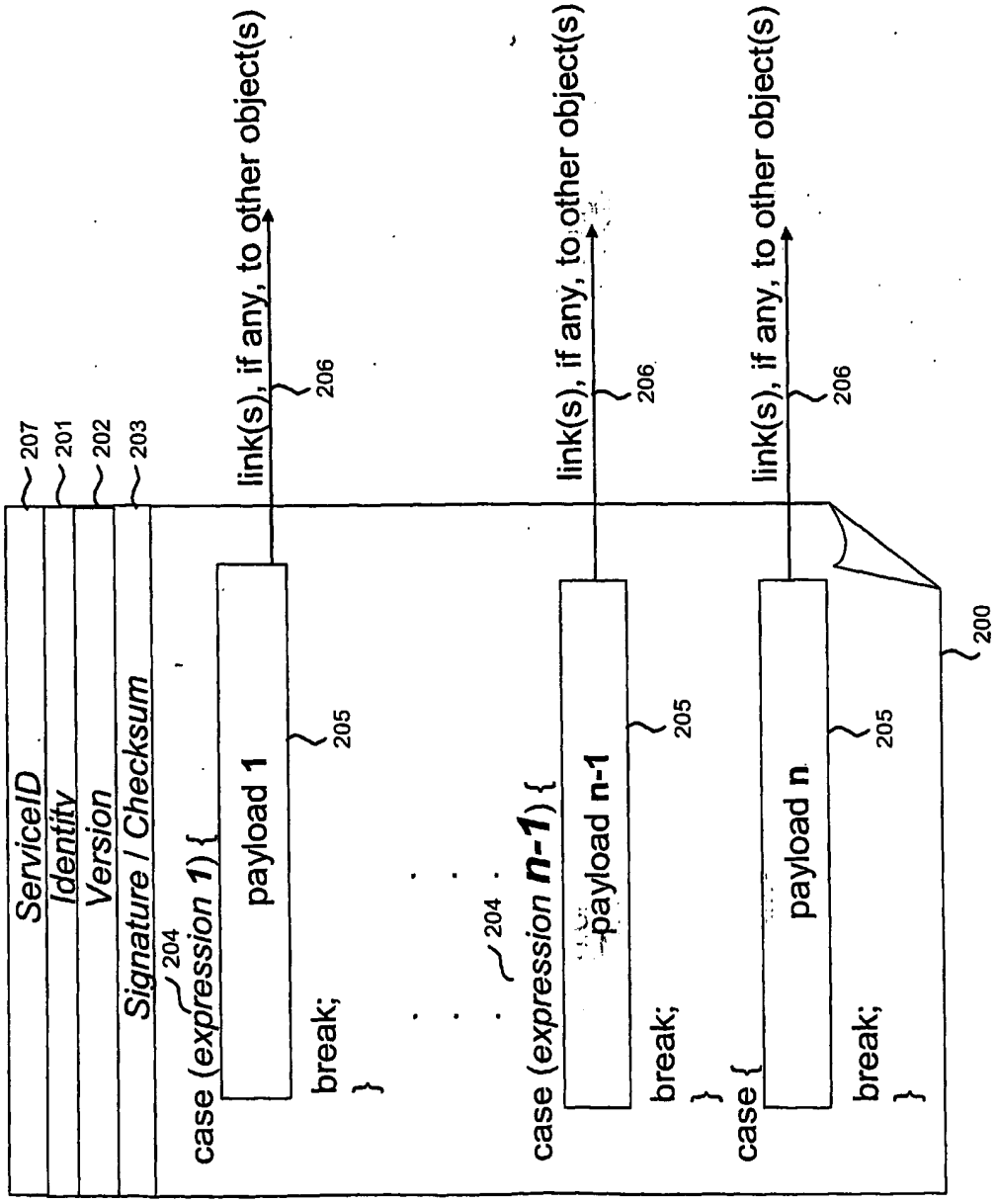

Figure 22: Object data structure

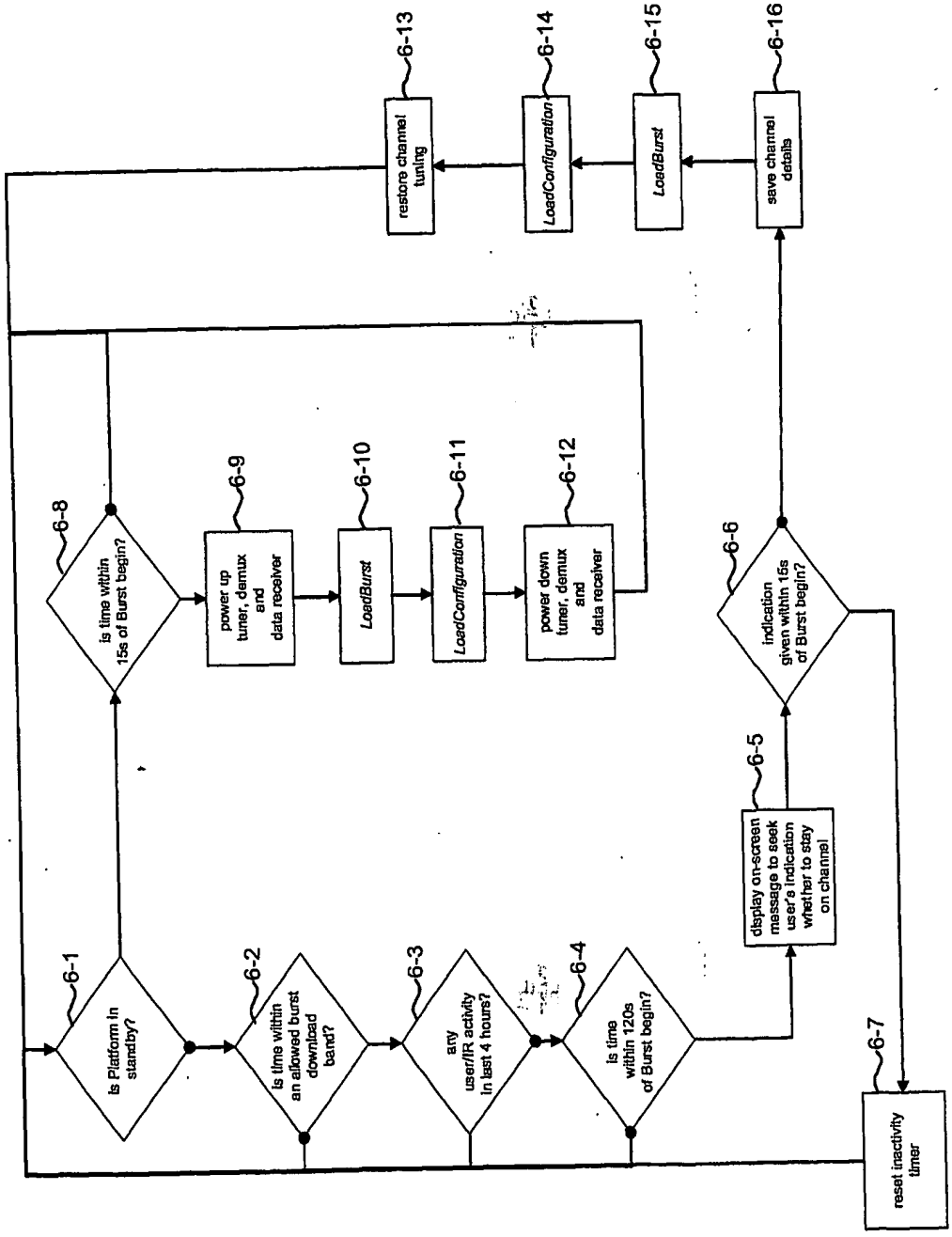

Figure 23: Burst load loop

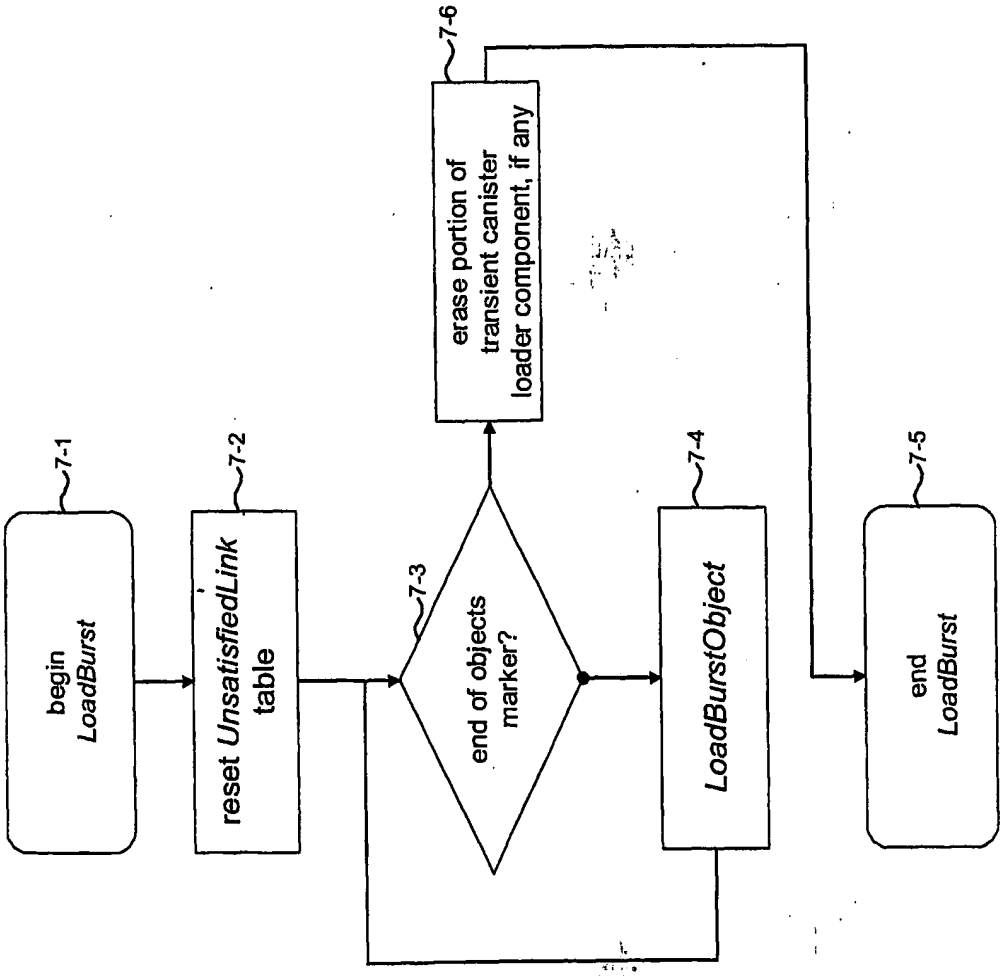

Figure 24: Object burst stream load loop

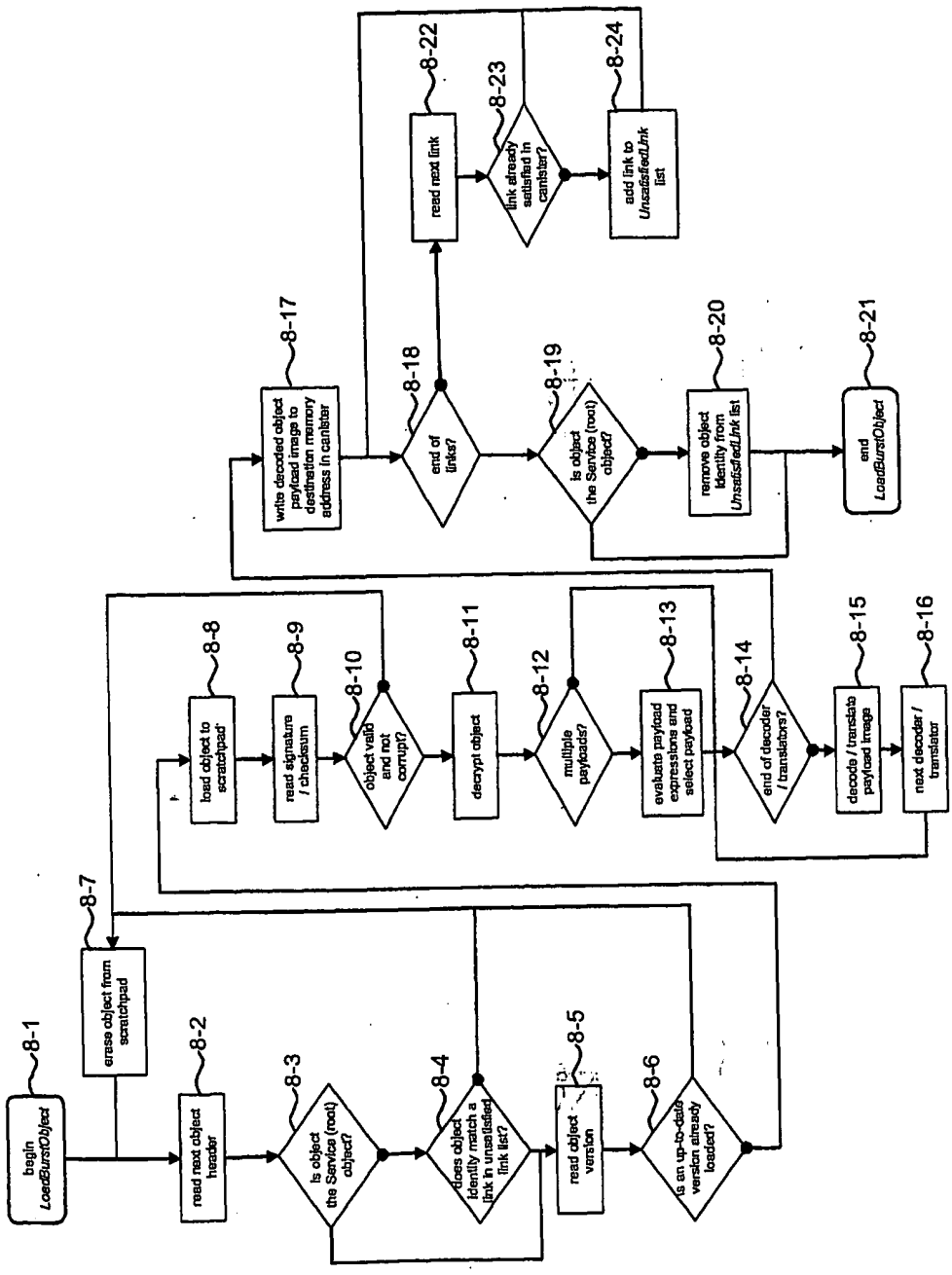

Figure 25: Object burst load process

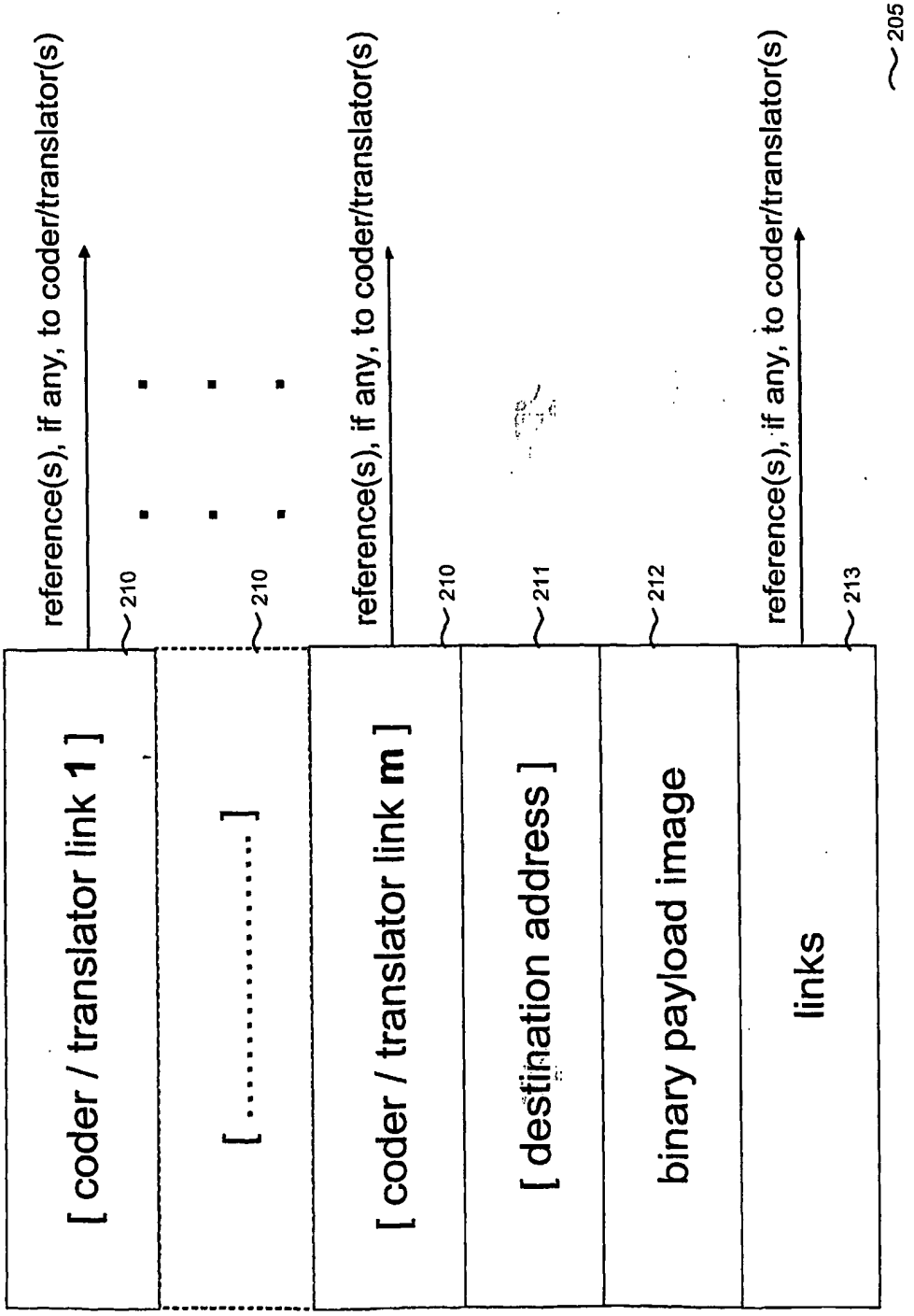

Figure 26: Structure of object payloads

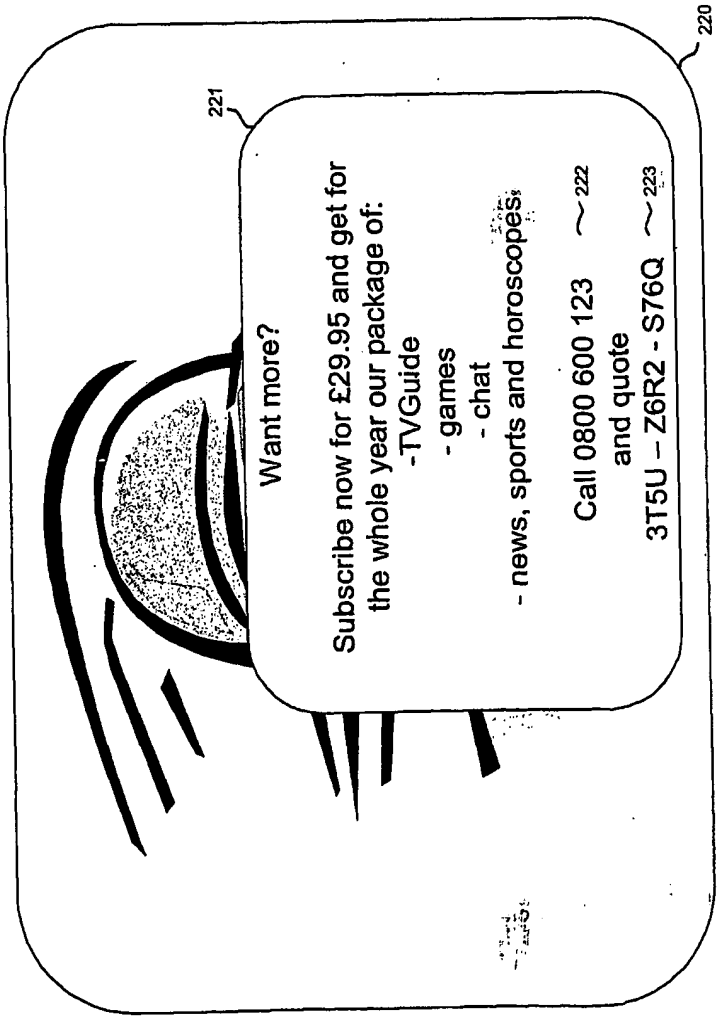

Figure 27: Overlay of invitation to subscribe over television picture

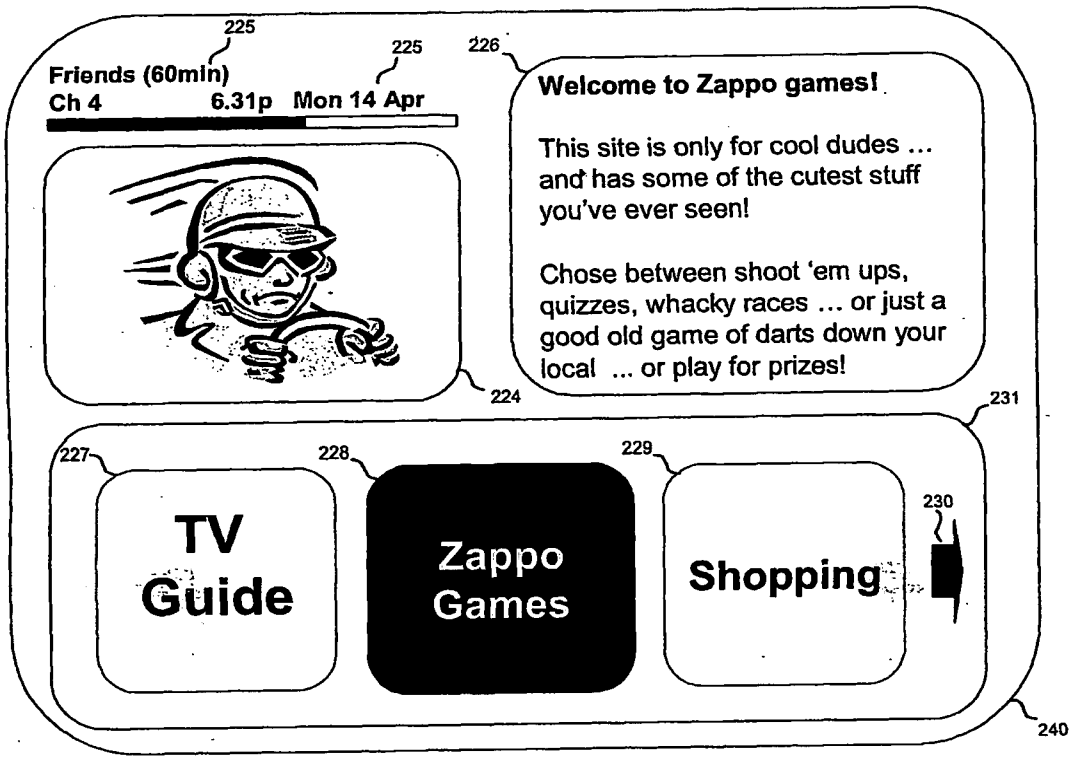

Figure 28: Browsing between canister services

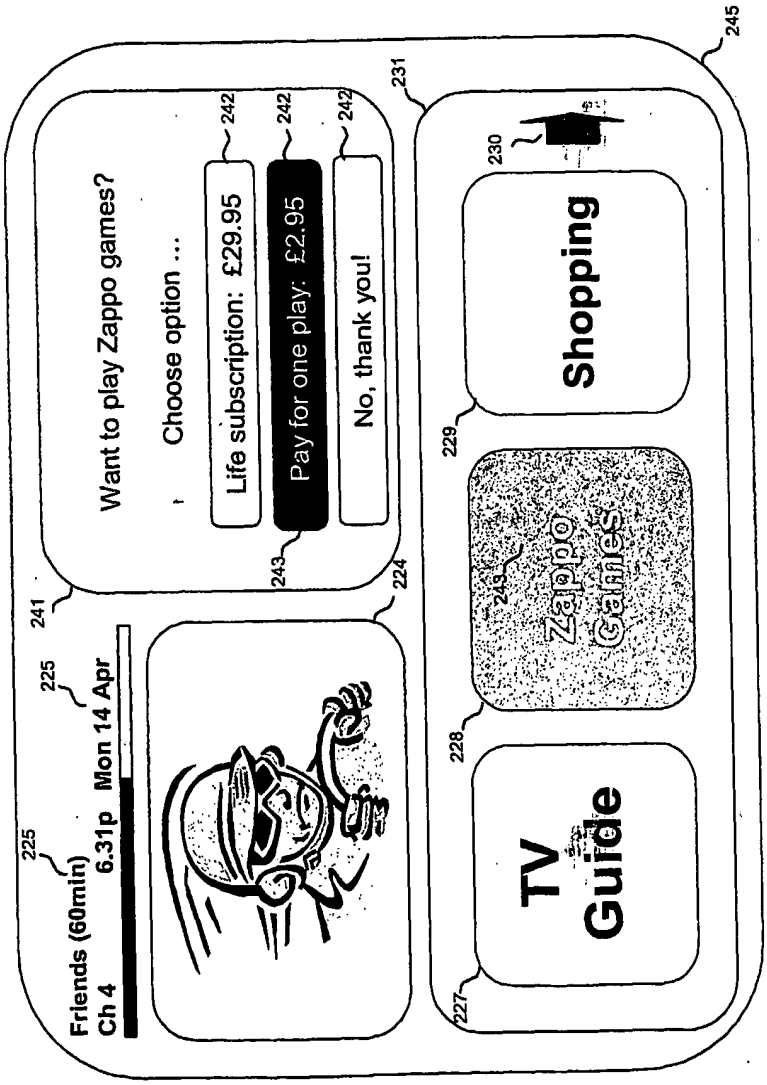

Figure 29: Choosing an entitlement option to access a canister application

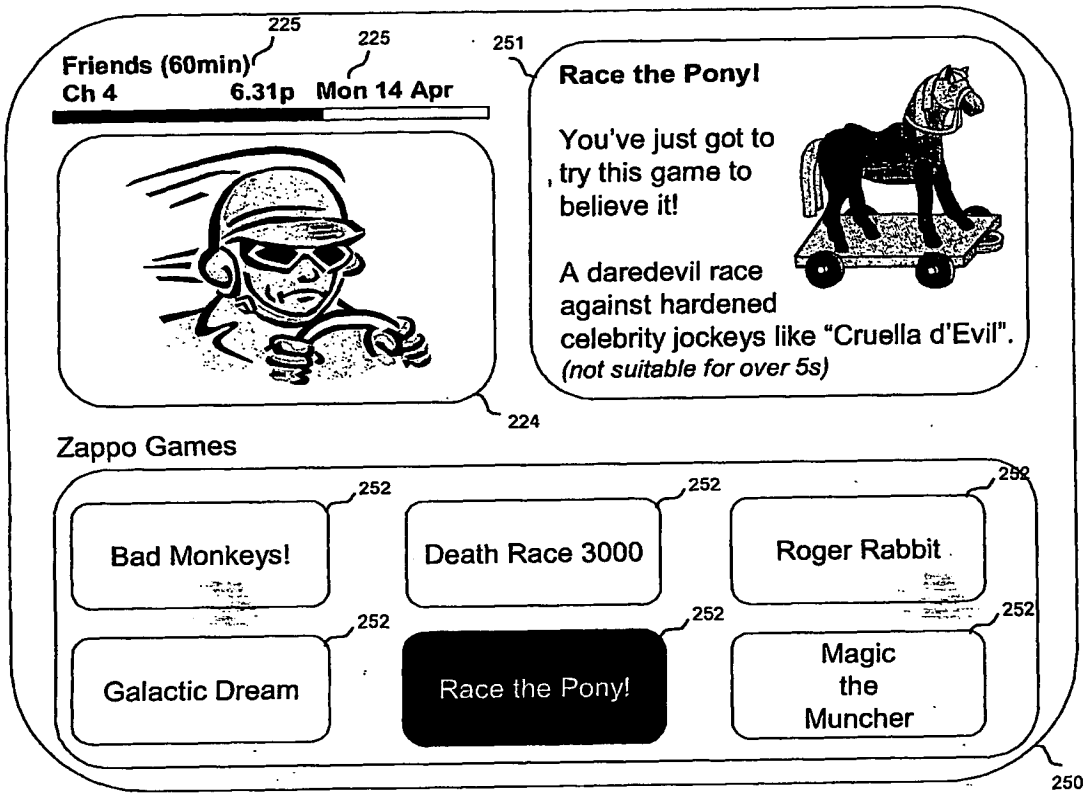

Figure 30: Selection of a content title or service feature

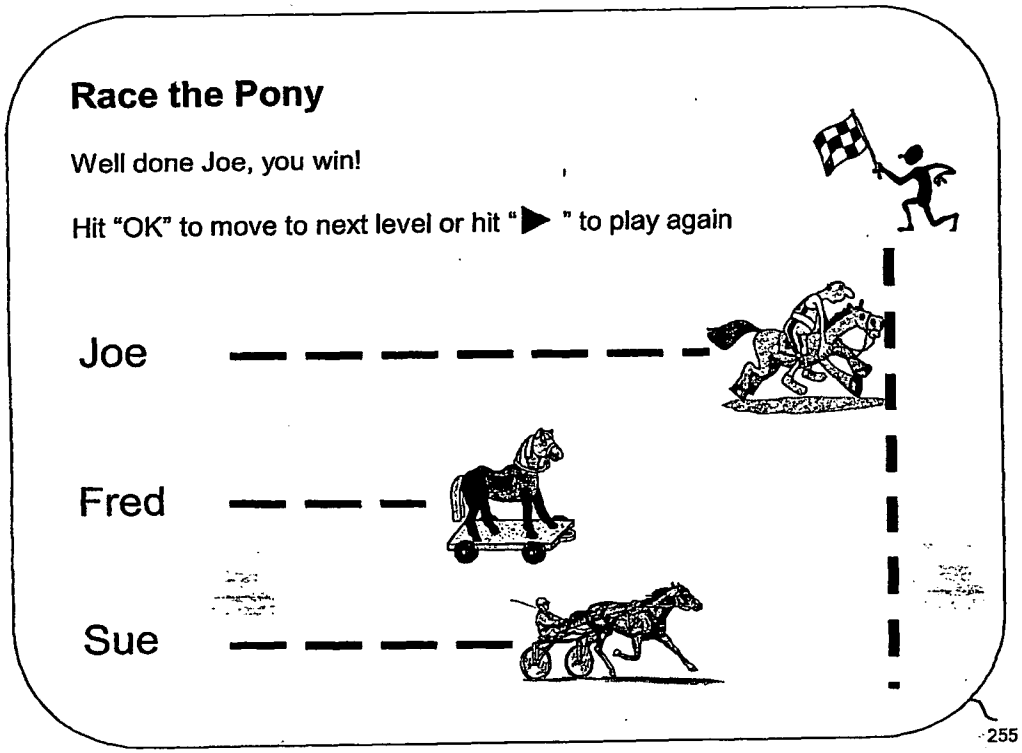

Figure 31: Game application where user meets a criterion to be entitled to access new functionality

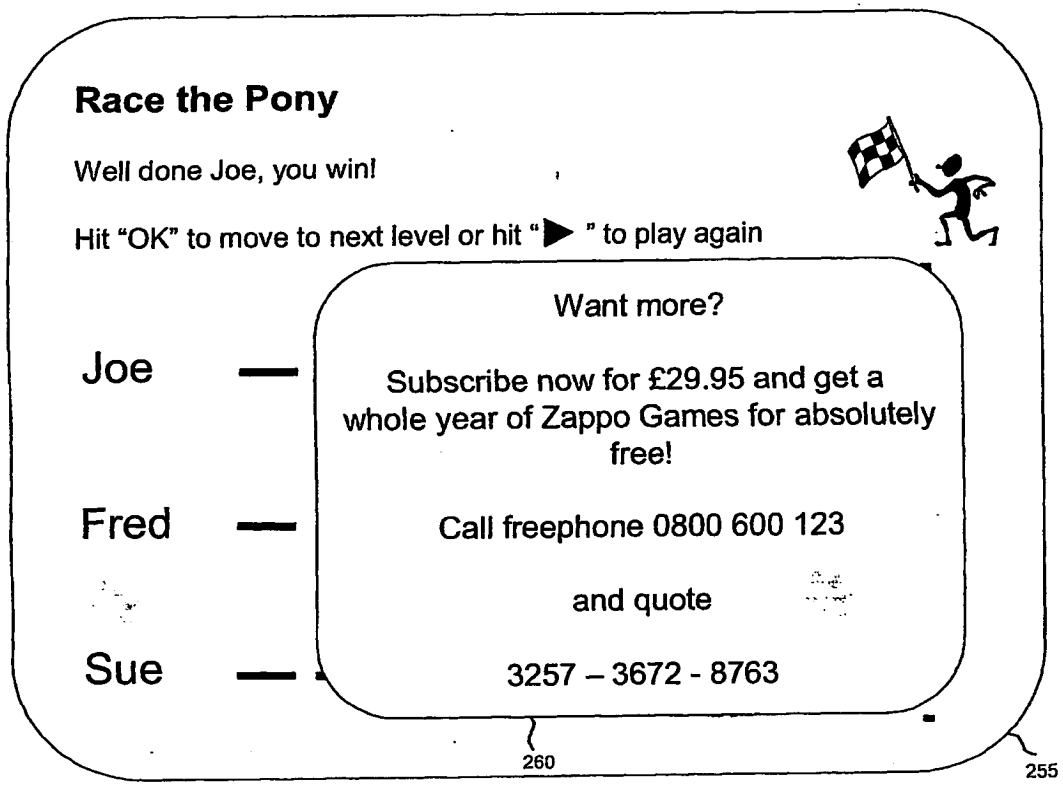

Figure 32: Overlay of an invitation to pay or subscribe over a service screen

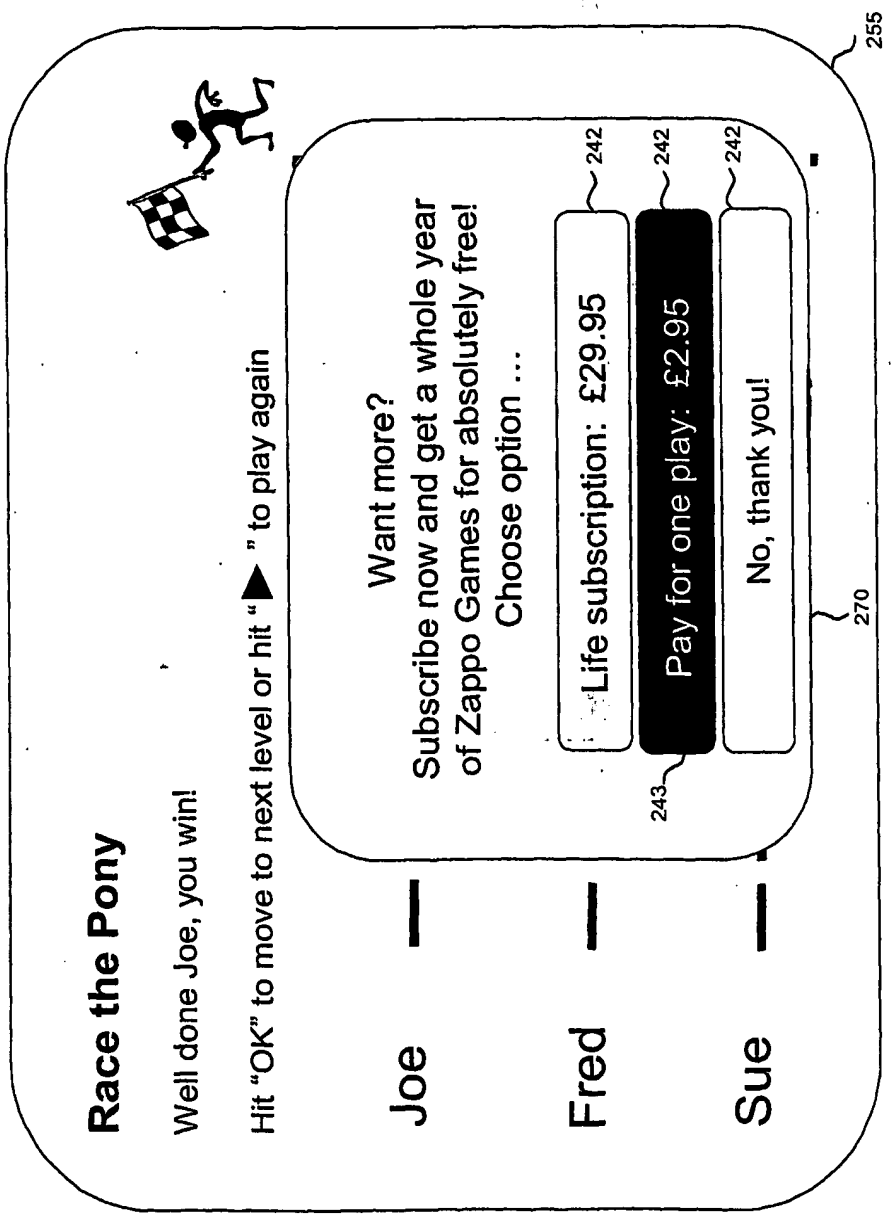

Figure 33: Overlay of an invitation to pay or subscribe over a service screen that contains user selectable components

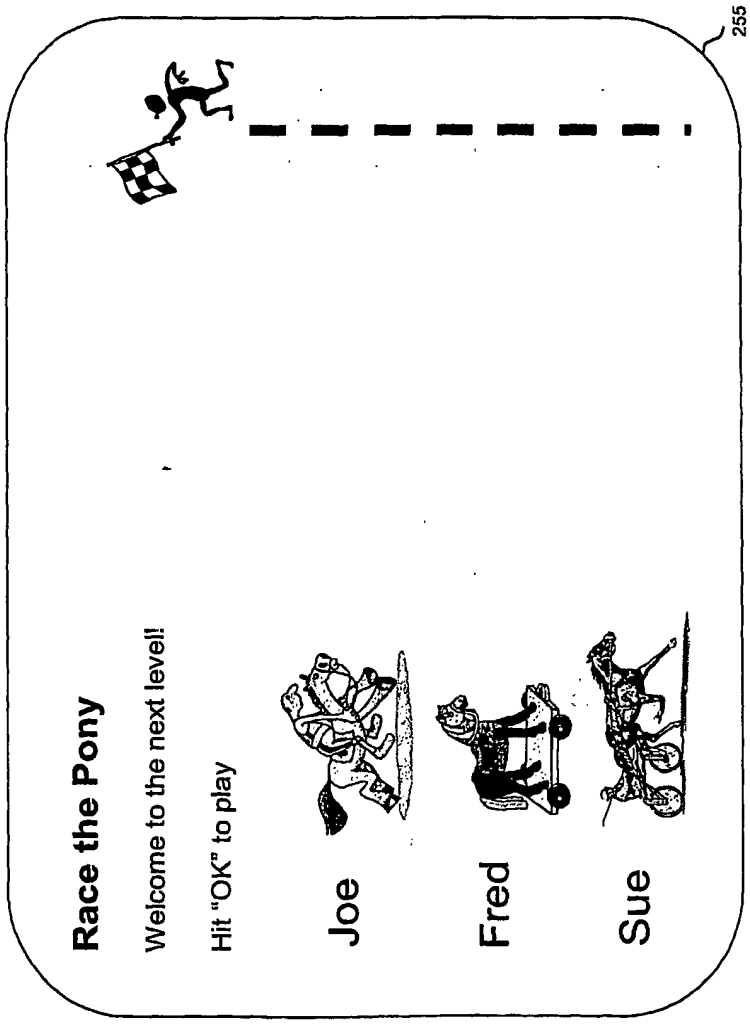

Figure 34: Screen describing the enablement of a feature or content option

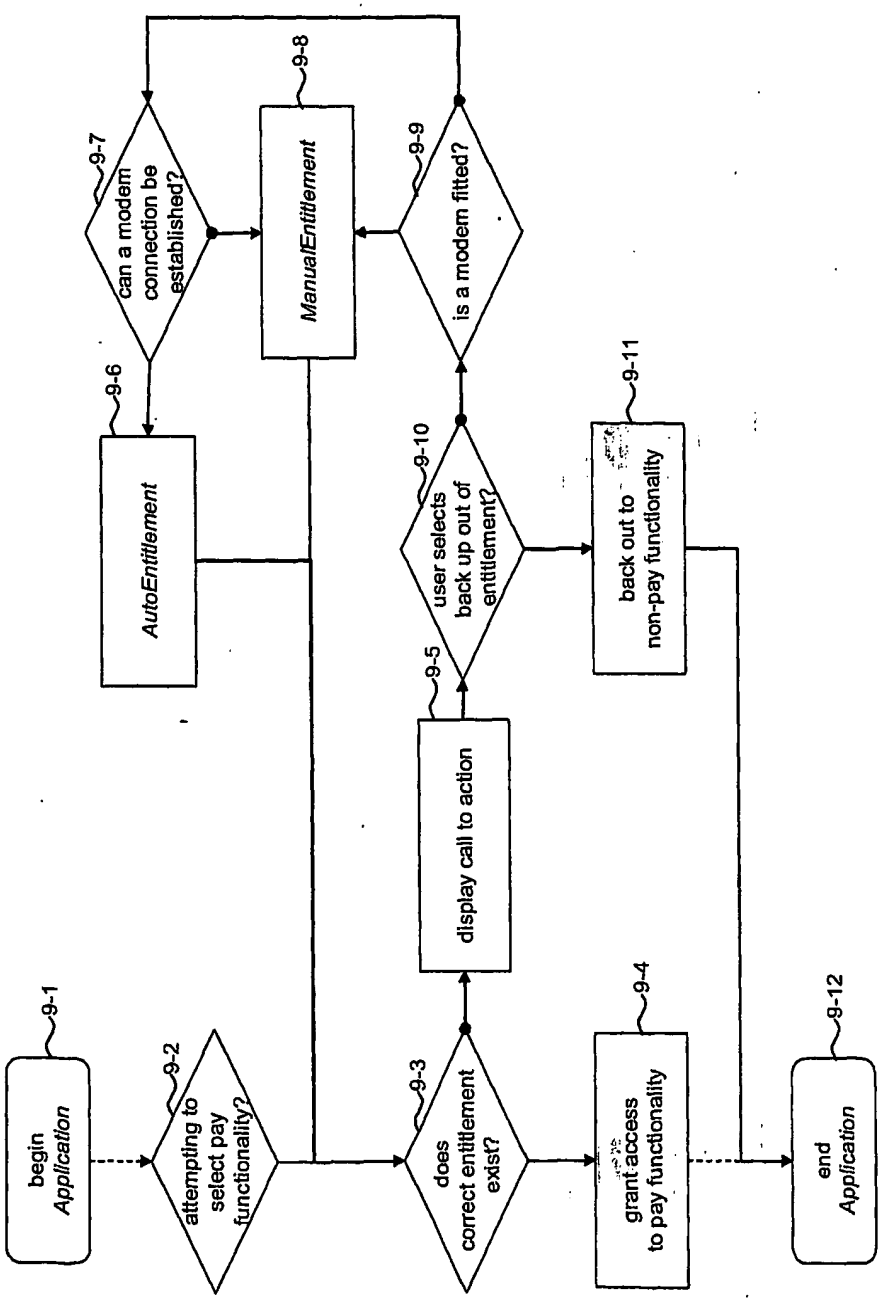

Figure 35: Process whereby applications invite a call to action

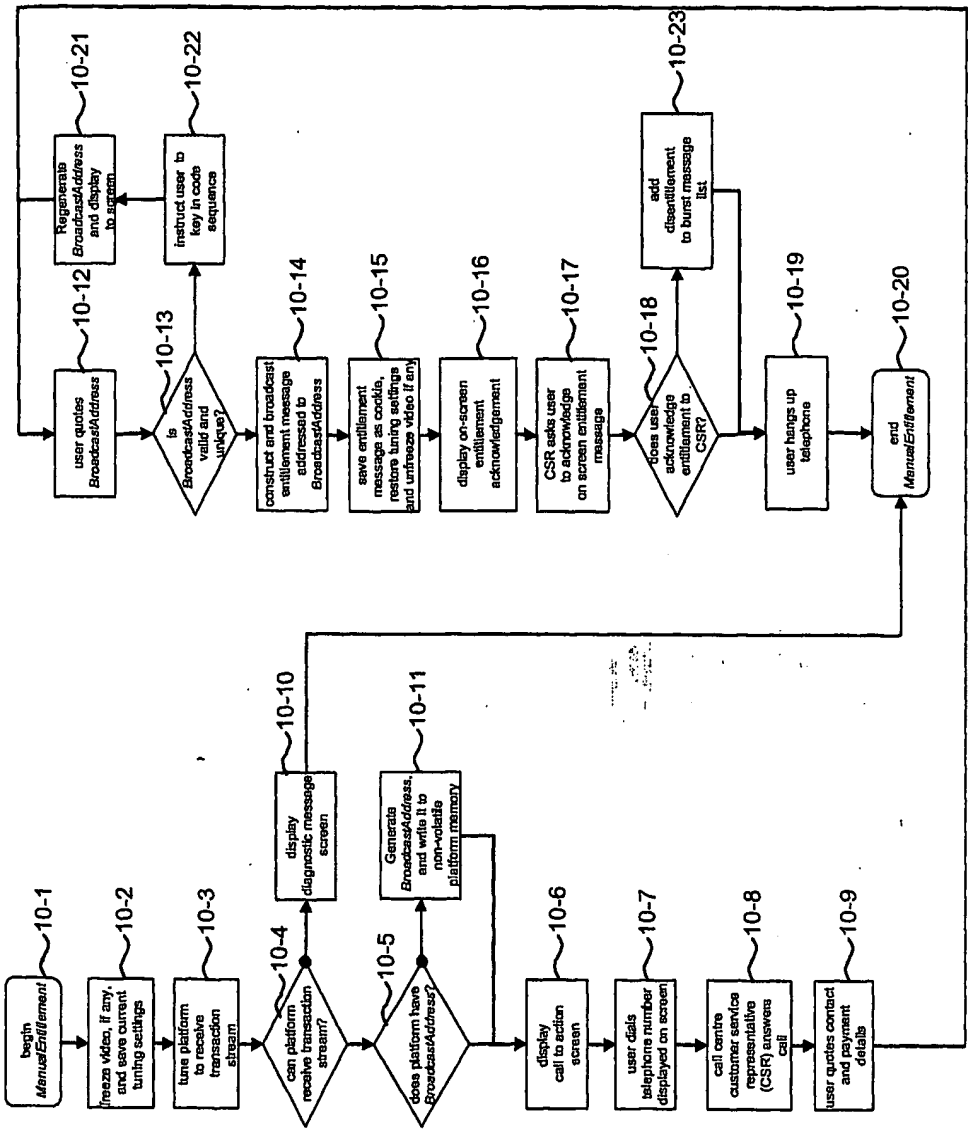

Figure 36: Process for manually entitling a platform to receive a service

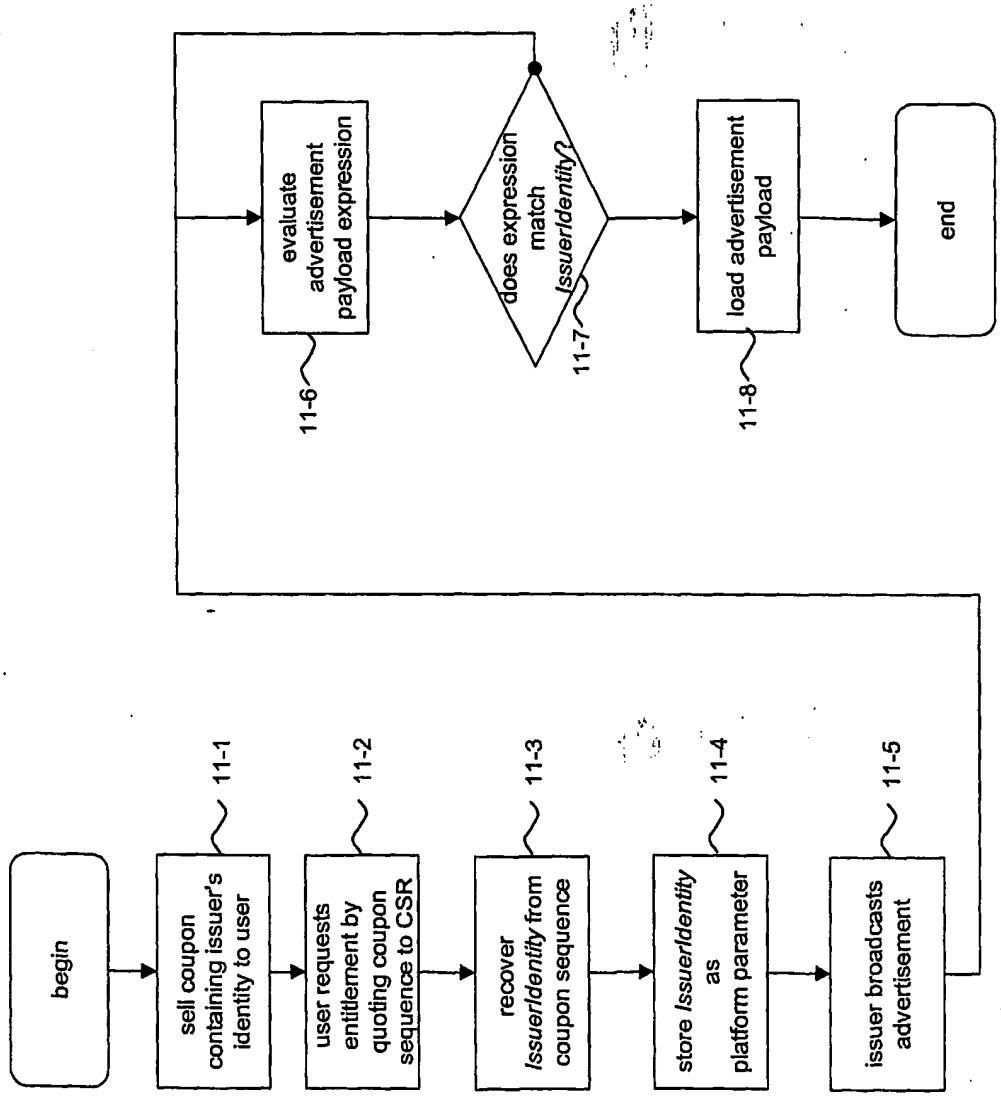

Figure 37: Coupon issuer advertisement targeting process

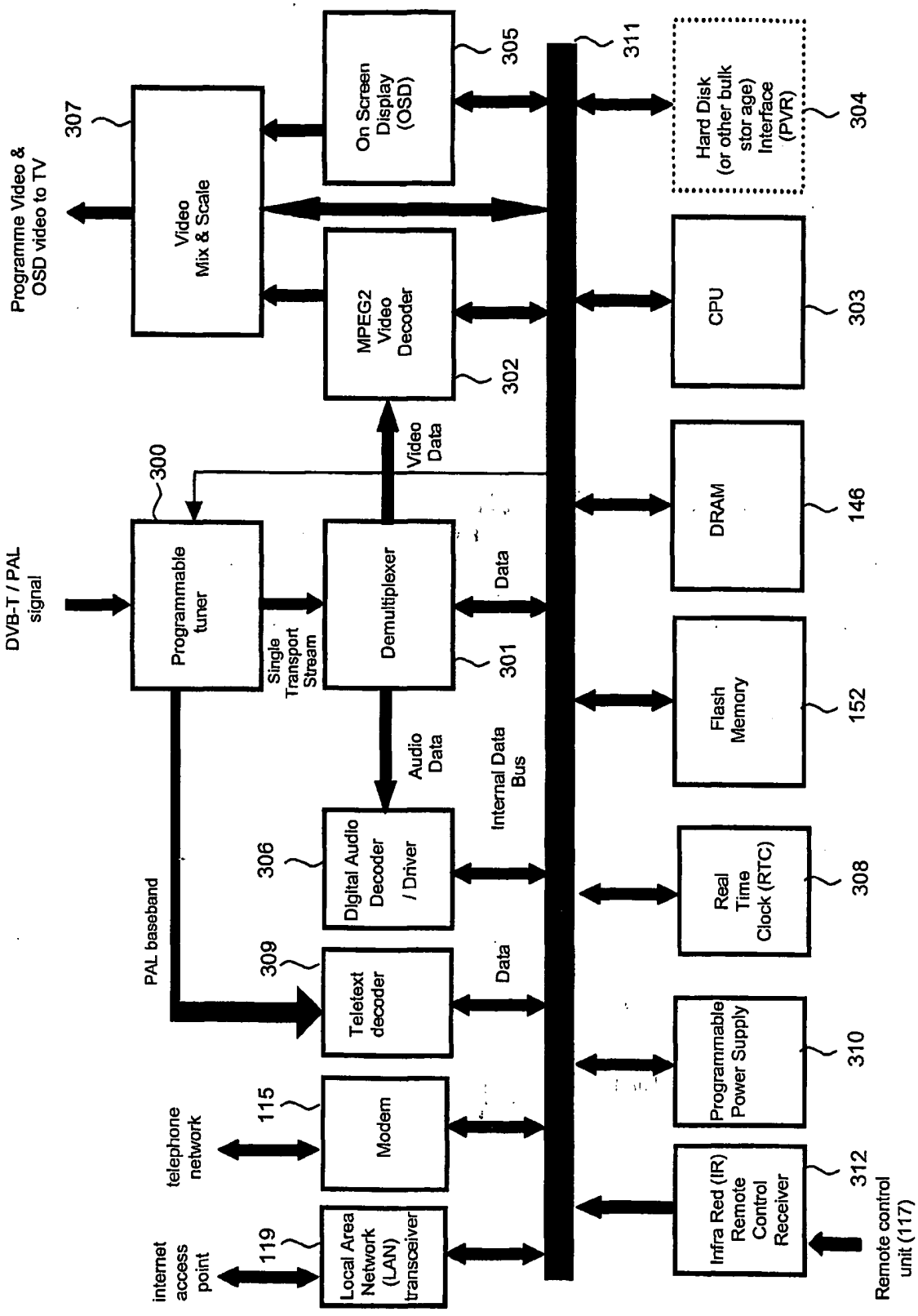
DVB-T / PAL signal
Programmable tuner
300
Single Transport Stream
Demultiplexer
301
Video Data
MPEG2 Video Decoder
302
Data
Audio Data
Internal Data Bus
Video Mix & Scale
307
Programme Video & OSD video to TV
On Screen Display (OSD)
305
311
Hard Disk (or other bulk stor age) Interface (PVR)
304
CPU
303
DRAM
146
Flash Memory
152
Real Time Clock (RTC)
308
Programmable Power Supply
310
Infra Red (IR) Remote Control Receiver
312
Remote control unit (117)
PAL baseband
Digital Audio Decoder / Driver
306
Teletext decoder
309
Data
Modem
115
telephone network
Local Area Network (LAN) transceiver
119
internet access point

Figure 38

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